

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. XLVI.

NEW YORK, MARCH 23, 1904.

No. 12.

100,000 COPIES FREE

For April issue we will put out 100,000 copies over and above our regular HALF MILLION circulation and throw in the extra 100,000 copies to advertisers FREE who use April edition. This means that advertisers who use April issue will get

600,000 Copies

full count—without increase in advertising rate. April is one of the best months of the year, and with this extra 100,000 copies given FREE, our April issue is SURE to give advertisers who use it exceptionally profitable returns.

“Key Your Ad” and see

APRIL FORMS CLOSE MARCH 30th.

THE WOMAN'S FARM JOURNAL

(Established 1891)

ST. LOUIS, MO.

CHICAGO OFFICE
88 HARTFORD BUILDING

NEW YORK OFFICE
1402 FLAT IRON BUILDING

F. M. FAXON & CO.**REAL ESTATE AND
RENTAL AGENTS**

MEMPHIS, TENN., March 10, 1904.

*Printers' Ink, New York City.***GENTLEMEN :**

Having greatly profited by the valuable and instructive matter which is always to be found in the *Little Schoolmaster*, almost every word of which I invariably read with avidity, I desire to express my appreciation of the great benefits of its tutorship.

When I started in the real estate business on my own account two years ago I needed no arguments as to the value of advertising, but needed a world of instruction in methods. I have struggled manfully with the advertising problem, and have employed the best local talent obtainable to write ads for me, but have never found my advertising so effective, and so highly complimented by those who know, as recently, since I have carefully read **PRINTERS' INK** and have written my own ads.

I believe no school of advertising is so instructive as the careful and thoughtful review of the successful efforts of advertisers who have spent much time and brain power on the subject, and this is furnished by **PRINTERS' INK** with the most intelligent discrimination.

One of my recent and most successful ventures is a wax engraved map of our city, perfect in detail and workmanship, with a large red circle to indicate the location of our "Evergreen Subdivision" and matter descriptive of the property on the margin. Learning in advance that there would be a great demand for the maps, we advertised that a map would be given to any person who notified us of some property for sale or rent, some prospective purchaser or renter, or furnished any information of value to our business. The result is a large daily mail containing very valuable information and the satisfaction of seeing the maps bearing my name boldly displayed all over the city.

With hearty good wishes for **PRINTERS' INK**,

Yours cordially,

F. W. FAXON.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y. POST OFFICE, JUNE 29, 1893

VOL. XLVI.

NEW YORK, MARCH 23, 1904.

NO. 12.

AN IMPORTANT DECISION.

CERTAIN GOLD MARK PAPERS (◎◎)
MUST STATE CIRCULATION OR GET
OFF THE ROLL OF HONOR.

On the first page of PRINTERS' INK Roll of Honor the rules are stated which admit a publication to that department. The one here reprinted has been objected to by a number of publishers ever since the Roll of Honor was created:

Advertisements under this caption will also be accepted from publications to which the American Newspaper Directory accords the signs (◎◎), the so-called gold marks, denoting superior excellence in quality of circulation.

The objection that has been urged was, that any publication which refused to also disclose the *quantity* of superior quality of circulation had no right to be classed in the Roll of Honor.

In one case the protest was so persistently and so ably prosecuted that PRINTERS' INK was led to make an exhaustive inquiry into the matter. After considering carefully all the pros and cons it was decided that after the expiration of the present contract no gold mark paper which does not furnish a detailed circulation statement for publication in the Roll of Honor can be allowed to continue to appear in that department.

The details of the inquiry follow.

* * *

A letter received by PRINTERS' INK early in March contained the arraignment printed below:

Editor of PRINTERS' INK:

Permit me to say that I do not wish to place this paper in your department of A Roll of Honor because I do not believe that a publication which carries the stamp of insincerity on its face can be serviceable to the papers named in it. When you set forth "the essential features" of this department you make your entire argument on a basis of this Roll of Honor being justified because it is a "source of information," "a satisfactory guarantee of

the publishers' truthfulness," "a system of information," etc., etc., and yet you include in the list publications whose publishers do *not* "believe that an advertiser has a right to know what he pays his hard cash for." I believe this is wholly inconsistent and largely negatives the value of the list as a source of definite, authentic information on newspaper circulations. A department of fact should confine itself to facts; a department of opinion respecting the quality of circulation may well include papers which do not find it advisable to disclose the quantity of their circulation. The two classes of publications cannot, however, be fairly included under one head.

EARNEST PROTEST.

After "Earnest Protest's" letter had been carefully considered, its merits were discussed by the business manager of PRINTERS' INK and the editor of Rowell's American Newspaper Directory about as follows:

"I do not believe that 'Earnest Protest' has made out a case that any paper is in the Roll of Honor that gives that department any stamp of insincerity."

"He says: 'When you set forth 'the essential features' of this department you make your entire argument on a basis of this Roll of Honor being justified because it is a 'source of information,' 'a satisfactory guarantee of the publishers' truthfulness,' 'a system of information,' etc., etc., and yet you include in the list publications whose publishers do *not* 'believe that an advertiser has a right to know what he pays his hard cash for.' What have you to say to that?'"

"The rules which admit papers to the Roll of Honor consist of two parts. The first part is the admission of papers that make a detailed circulation statement to the American Newspaper Directory. The second part is the admission of papers to which the American Newspaper Directory accords the so-called gold marks, a distinct characterization of quality only, and the rules of the Roll of Honor plainly make that distinction and tell why one and why the other is admitted."

"'Earnest Protest' goes on to say: 'I believe this is wholly inconsistent and largely negatives the value of the list as a source of definite, authentic information on newspaper circulations.' What do you think of that?'"

"I do not believe his point is well taken, because the Roll of Honor is in the first place intended for service to an advertiser. It is well for him to know that there are certain newspapers which are thought to be very important on account of their supposed high quality—that quality representing purchasing power—and as these newspapers are distinctly specified and described under the rules of the Roll of Honor there can be no deception of any sort. The condition is plainly stated to the advertiser. If he studies the conditions under which any newspaper is admitted to the

Roll of Honor, he must understand why the gold mark papers are there."

"You understand the protest from beginning to end, do you not?"

"I cannot see why he should have any difficulty in making a distinction which is plainly set forth in the rules governing admission to the Roll of Honor."

"If he thinks these so-called gold mark papers are a lot of old humbugs and fossils, and that we do wrong in trying to bolster them into comparative importance with papers conducted on more up-to-date principles, do you think he is without justification for the position he takes?"

"The gold mark papers in question are not humbugs."

"How many of the so-called gold mark papers, who do not tell what their circulation is, have availed themselves of the privilege of appearing in the Roll of Honor?"

"Nine, or, to be correct, I should say eight. The Boston *Transcript* always submits a detailed circulation statement to the American Newspaper Directory, but prefers not to publish the figures in the Roll of Honor."

"Please name the eight papers."

"Boston, Mass. Pilot.
Cincinnati, O. Enquirer.
Chicago, Ill. Tribune.
Philadelphia, Pa. Ledger.
New York City Times.

Iron Age.
Pharmaceutical Era.
Railroad Gazette."

"Do you believe those named are all high grade papers?"

"I believe so."

"If you were inaugurating the Roll of Honor anew would you admit the gold mark papers which do not tell their circulation?"

"If I did I would class them under a separate department in the Roll of Honor."

"What do you mean?"

"I would make a sub-department for them by themselves."

"Aside from those eight papers which you have named and which do not state their circulation, there are a number of gold mark papers in the Roll of Honor which do state their circulation are there not?"

"Yes. They do not come within the criticism of 'Earnest Protest'."

"Please name those papers which have not only the gold marks, but also believe in the principle of letting their circulation be known."

"Montgomery, Ala. Advertiser.
Chicago, Ill. Bakers' Helper.
Lewiston, Me. Evening Journal.
Boston, Mass. Transcript.
Springfield, Mass. Republican.
Minneapolis, Minn. Northwestern Miller.
New York City, N.Y. American Machinist.

Clipper.
Electrical Review.
Engineering & Mining Journal.
Hardware Dealers' Magazine.

Providence, R. I. Journal.
Milwaukee, Wis. Evening Wisconsin."

* * *

"Earnest Protest's" criticism and the discussion of it in the business office of PRINTERS' INK led to a review of the entire matter by two or three persons thought competent to pass judgment upon it.

It was made to appear that the

above serious criticism of the Roll of Honor comes from the proprietor of a great newspaper and he is very much in earnest about it. The Roll of Honor is made up in part of newspaper announcements from publishers who come under the specification named below—viz.:

Publishers who, according to the 1903 issue of the American Newspaper Directory, have submitted for that edition of the Directory a detailed circulation statement, duly signed and dated, or have supplied a similar statement for the 1904 issue of the Directory, now undergoing revision and be issued in April next.

To this stipulation "Earnest Protest" makes no objection. He agrees with PRINTERS' INK that

These are generally regarded the publishers who believe that an advertiser has a right to know what he pays his hard cash for.

"Earnest Protest's" objection is aimed simply and exclusively at the papers that are allowed in the Roll of Honor under the paragraph that follows:

Advertisements under this caption will also be accepted from publications to which the American Newspaper Directory accords the sign (Ⓢ), the so-called gold marks, denoting superior excellence in quality of circulation.

An examination of the latest issue of the American Newspaper Directory shows that those marks are sparingly accorded, only 32 out of 2,215 dailies being so distinguished. In Chicago the *Tribune* has the alleged gold marks while the *News* does not. They are given to the *Transcript* in Boston and denied to the *Globe*. In Hartford the *Courant* is so designated, but the *Times* is not. In New York the *Tribune* has the coveted designation, but the *World* is without it. It is accorded to the Philadelphia *Ledger* and refused to the *Record*. In every case mentioned advertisers would agree that of the papers named those that are without the gold marks give better service for the money they ask than the papers do to which a superior quality seems to be accorded. To this the Directory editor responds: "Well, isn't that what I say? The gold marks are defined in the Directory as follows:

(Ⓢ) Advertisers value this paper more for the class and quality of its circulation than for the mere number of copies printed.

* * *

The American Newspaper Di-
(Continued on page 5.)

THE SATURDAY
EVENING POST

for last week reached
a paid circulation of

702,300

copies. A weekly illustrated magazine with more than 700,000 circulation, and is only asking \$3.00 per line for its advertising space.

THE CURTIS PUBLISHING COMPANY, PHILADELPHIA, PA.

rectory for 1903 accords the gold marks to thirty-one daily papers. Of these eight allow their circulation to be known and twenty-three do not. The reason for reticence on the part of the twenty-three is plain enough to every observer competent to consider the matter. It is that the publishers think the public believes they print more copies than they do, and on that account they do not believe it would be wise to undeceive the public. The idea cuts both ways, however, and one of these publishers now and then discovers that the public does not in fact give him credit for issuing as many as he actually does issue. He thereupon braces up and joins the ranks of those who allow their circulation to be known. No instance can be recalled where this action has been taken and any falling off of advertising patronage has followed.

The writer once had occasion to say to an interested party: "The New York *Evening Journal* prints twenty times as many copies as the *Evening Post*." "That may be," was the response, "but for my purpose the *Evening Post* is worth twenty times as much as the *Evening Journal*." That incident tells the whole story. The papers with the so-called gold marks are able to get for their advertising space more money than their mere circulation would warrant them in charging, and the fact that they can continue to do this goes to show that there is something besides circulation that an advertiser will consider.

In this connection it is a curious as well as interesting fact that the *Evening Post* allows advertisers to know what edition it prints, issuing definite and carefully prepared statements duly authenticated, while no such statement has ever been available from any of Mr. Hearst's papers except the San Francisco *Examiner*.

Having followed so far what has been written here, "Earnest Protest" may perhaps be thought likely to exclaim: "Admitting all that you say, what has it to do with

the question? You print at the head of the Roll of Honor:

"No amount of money can buy a place in this list for a paper not having the requisite qualification,"

then you go deliberately to work and make a loophole for the mere purpose of allowing admittance to twenty-three daily papers who once somehow got a reputation for being good for something, long before the days of modern journalism, and are now unwilling to let the public know how near dead they are."

* * *

One of the strongest arguments pointing in "Earnest Protest's" direction was a statement once made by a manager of the New York *Times* who said, in defense of the rule of keeping circulation figures secret: "If we had printed our circulation figures in such or such a year there would not be any New York *Times* to-day." In Mr. Ochs the *Times* found a saviour; but whether some one equally competent to stem the current will turn up in the case of another supposed high-grade paper is as much beyond ordinary ken as is the question which of the other alleged gold mark papers is in fact in as much distress now as the *Times* was at the period referred to.

When the writer of this defense for admitting the "gold mark papers" to the Roll of Honor had arrived at this point he was impressed that instead of converting "Earnest Protest," he was beginning to think the said "Protest" was in the right.

* * *

Thereupon it was concluded that no more so-called gold mark papers ought to be admitted into the Roll of Honor unless they also tell how many copies they print; and no one of the alleged gold mark papers should be allowed to renew its order for space in the Roll of Honor unless it submits a detailed circulation statement in conformity with the rules of the American Newspaper Directory.

WHEN I see a merchant trying to imitate another business man it makes me think of a child trying to imitate the "grown-up."

Little Lessons in Publicity—Lesson 27.

SUSCEPTIBILITIES

The strength of the high-grade, family-circle, evening newspaper is due to the fact that it reaches the homes when the day's work is done and there is inclination for reading. At this time the mind is most susceptible to suggestions, and advertising in its first and last sense is simply suggestion. The advertiser who takes advantage of this fact is the one who unties the purse-strings.

THE BALTIMORE NEWS

the "tea-table" paper of Baltimore, being practically the only afternoon daily of the city, completely covers a field which three morning papers divide. THE NEWS possesses the confidence and respect of its subscribers, and they are susceptible to clean, honest advertising—the only kind THE NEWS wants.

THE INDIANAPOLIS NEWS

has a larger paid home circulation than all other Indianapolis dailies combined. The Hoosier is an intelligent citizen, and he has as much confidence in the advertising columns of THE NEWS as in its news matter or editorials. THE NEWS accepts no misleading or objectionable announcements.

THE NEWARK NEWS

"the Great Jersey Daily," reaches practically every home in its community, and its readers are susceptible to good advertising. THE NEWS has no competitor, as it has eight times the circulation of the only other daily published in Newark—the New York papers cannot be considered its competitors, as they have only straggling street sales. THE NEWS has a Sunday edition.

THE MONTREAL STAR

has a circulation in Montreal greater than that of all other English dailies combined. It is "Canada's Greatest Newspaper." The Canadian—especially the English-speaking Canadian—looks to America for ideas and is susceptible to the American manufacturer's persuasive powers.

THE MINNEAPOLIS JOURNAL

"The Great Daily of the Great Northwest," goes home. It is respected by the entire family circle, because its advertising columns are as clean and wholesome as its news columns. It is the one clean paper of the Northwest, and it reaches ninety per cent of the homes of the purchasing classes in Minneapolis.

THE WASHINGTON STAR

reaches probably the most intelligent class of readers on the American Continent. They are susceptible to good advertising. A story well told in THE STAR'S columns is a profitable investment. It reaches practically every one in Washington worth reaching—ninety-two and one-half per cent of the white homes.

Each of the above papers is a clean, high-grade, "tea-table" paper, carrying no objectionable medical advertising. And each is the "one paper" in a "one-paper city."

M. LEE STARKE,

**Tribune Building,
New York.**

Manager General Advertising,

**Tribune Building,
Chicago.**

ABOUT CIRCULATIONS.

Editor of PRINTERS' INK:

I believe your plan of allowing a publisher to count "the number of complete and perfect copies printed of each issue" is wrong. Many newspapers take back from the trade a very considerable percentage of such copies, and these are manifestly without value to the advertiser. They ought, therefore, always to be deducted from the claimed circulation. They are not "circulation," in the intelligent use of the word as applied to the business of the advertiser.

THE CRITIC.

There are in the United States about 21,000 separate newspapers and periodicals. Of these fully 14,000 do not claim to print so many as 1,000 copies, and it is asserted that not less than 3,500 actually issue no more than 100 copies regularly. How these papers can exist is understood by those who know their moderate cost to a job office and the amount of legal advertising that must go to the only paper in a thinly populated region.

Of the about 7,000 American periodical publications that do print as many as 1,000 copies regularly, only about 3,500 can be induced to tell to a directory publisher how many complete and perfect copies they do print. Of these no less than 114 give their circulations in even thousands, 47 give them in even five hundreds and 88 in even hundreds.

It is well known that numerous publications of large issue have extremely low subscription rates. *Comfort*, circulating a million and a quarter a month, is sold for 25 cents a year and the *Woman's Magazine*, of St. Louis, circulating a million and a half a month, is sold for 10 cents a year.

The present post office rules allow a paper to send out as many free copies as it has subscribers, and several of the prosperous mail-order journals make no pretense that much more than half of their circulation goes to people who have ordered the paper.

All this shows that the number of newspaper men is extremely small who would find it for their interest to keep such exact records as would enable them to tell precisely for how many copies a money payment came to hand. The *Washington Star*, *Chicago Record-Herald*, *Indianapolis News*, Kan-

sas *City Star* and possibly a dozen other leading daily papers could make such a record as "The Critic" thinks should be required, but out of the nearly 2,500 dailies issued no human being could secure such statements from so many as 250 that the publisher would even assert to be correct.

Most publishers know how much paper the press consumes and can tell pretty closely how large a percentage of copies are spoiled, but when they attempt going into further details they soon get out of the region of "we know" and well into that of "about" and "I guess."

In the American Newspaper Directory for 1869 there appeared the first attempt ever made to measure newspaper circulation as mercantile agencies classify credits. Mr. George P. Rowell was the man who inaugurated the system, and he is to-day the publisher of the book. His thirty-five years of experience have taught him that until he can obtain from as many as one-half of the papers a definite statement of how many copies they print, it will not be wise to complicate the matter with inquiries as to what becomes of the papers when printed. That, in Mr. Rowell's opinion, is a question not of quantity of issue but of the quality of it.

That the writer of the paragraph that heads this article would be right in maintaining his position, if it were possible to act upon it, there is no question. If the Directory attempted to deal with only fifty or a hundred leading papers, the principle might possibly work out well enough in practice, but while things are as they are, the Directory editor would not be wise to attempt what he knows he cannot perform.

Thirty years ago the Directory editor could get circulation statements from about 5 per cent of the papers to whom he applied; now 50 per cent respond; in another thirty years it is probable that still more progress will be made.

Just as soon as you saddle a fool with responsibilities he begins to make an ass of himself.

IN PHILADELPHIA

It is estimated
there are over

230,000 Homes.

THE BULLETIN'S

circulation
which during the month of
February averaged

186,890 Copies Daily

reaches a majority of these homes.

The Bulletin's
circulation figures
include only
the copies taken
and paid for.

Exchanges,
copies used by employees,
and all copies damaged,
or returned as unsold,
are omitted
from the figures
of the stated circulation.

WILLIAM L. McLEAN, Publisher.

"In Philadelphia nearly everybody reads The Bulletin."

ADVERTISED BY COMPETITORS.

THE OWL DRUG CO. OF CALIFORNIA—
ITS FIGHT WITH THE DRUG COM-
BINE AND THE LABOR UNIONS—
ALL ITS TROUBLES TURNED TO AD-
VERTISING ADVANTAGE.

The Owl Drug Co. of California is not unknown to readers of PRINTERS' INK. A few years ago this journal devoted several columns to an advertising story about this successful drug company.

There is probably no other drug store in America that has been so ably managed and so thoroughly advertised as the Owl.

Starting in 1892 with less than \$20,000 capital, it is to-day doing over a million dollars a year business.

The Owl is a cut-rate store that is conducted along unique business lines, permitting no outside interference of any sort to influence its business policy, and for this stand the Owl has had to fight aggressively for its rights for over twelve years.

Early in February, 1903, the manager of the Owl, Mr. R. E. Miller, called in the advertising man and said:

"Business is good, but can't we stir things up a bit and make it better? Think the matter over and let's do something startling."

On the Sunday following, the San Francisco *Chronicle* contained a half-column article on the formation of a combination of druggists in San Francisco for the purpose of raising the prices of drugs and medicines; to cut down expenses and to buy jointly and thus save on the cost of drug store goods. The article quoted the promoter as saying that as the cost of labor, rents and general expenses had in-

creased considerably, it was necessary to form a strong organization and act together in order to make a satisfactory profit, and wound up by saying that the organization would be perfected as soon as they were able to get the one large cut-rate Market street store in the combine, and they believed this store (meaning the Owl) would soon come into the fold.

This was the beginning of the most bitter drug war ever fought on this coast, for this article was the one thing needed by the Owl with which to stir things up a bit.

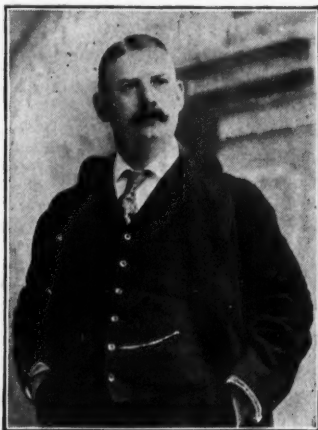
The following Sunday the Owl came out with half a page in all the San Francisco papers, repro-

ducing the article mentioned above and commenting on each paragraph by means of side remarks written in ink and photographed with the reproduction. Accompanying this was a severe criticism on combinations in general and a drug trust to "pinch the sick and poor" in particular and then a quotation of a great number of patent medicines at severely cut

prices. This ad certainly did stir things up, for the Owl store was packed for a week. The following Sunday further reference was made to the combine, or "drug trust" as the Owl termed it, and business was then booming.

There is a small drug store across the street from the Owl called the No Percentage Drug Co. On the next Sunday morning this competitor came out and denied belonging to the "drug trust" and, to prove it, cut prices still lower than the Owl, whose ad appeared in the same papers.

There was a hurried consultation that morning between the Owl's manager and advertiser; an artist



MR. R. E. MILLER.

was telephoned for and a half-page ad was soon drawn, taking for the picture one of *Puck's* cartoons in which Uncle Sam was seated on a huge cannon calmly saying, "Let's have peace." A big owl was seated on his cannon saying, "Let's have war." The No Percentage prices were severely cut, and this big ad appeared the next morning in time to greet the army of Monday shoppers.

The Owl had formerly cut the price of Peruna to 55 cents. The No Percentage advertised it at 50 cents, and the Owl replied by cutting to 40 cents. Bulletins were posted in front of both stores and changed every few minutes. By 9 a. m. the No Percentage had posted Peruna at 30 cents. The Owl cut it to 25 cents, which was immediately cut to 15 cents by their opponents. The Owl then put up a big banner across the front of their store declaring "Peruna Free," and in smaller type, "One bottle of Peruna free with every dollar purchase." A wise buyer was able to select his purchases so as to get a bottle absolutely free. For instance, the Owl was selling Mennen's Talcum Powder, 2 for 25 cents; Bromo Laxative Quinine, 10 cents; Cuticura Soap, 3 for 45 cents; Swamp Root, 25 cents, and many other standard remedies at proportionately the same cut prices.

The effect on the crowd was wonderful—the street was practically blockaded, and there was a line of customers over 200 feet long, down one side of the Owl store and out to the street and down half a block, awaiting their turn to buy at the prices advertised.

In order not to disturb the regular trade, patent medicines were sold only at one counter. Every article sold at these severely cut prices was marked all over the wrapper, and for weeks afterwards the little druggists were selling Peruna for 85 cents with the Owl's name and its selling price stamped all over the wrapper—what better advertising could any other store want than this? Peruna went back to 40 cents, then to 50 cents and

finally remained at 55 cents for months.

This Peruna fight and the advertising which followed antagonized the druggists of San Francisco and they had several secret meetings to devise some means of holding their trade.

The drug clerks had at that time a fairly strong union, and as the Owl was practically the only drug store who refused to force their clerks to join the union, but permitted them to do so if they desired, it was suggested by some of the druggists to work along union lines and thus bring the Owl to terms.

The Owl was employing an army of clerks to meet the increased business and nine of them were union men. The druggists had formed in the meantime a branch of the National Association of Retail Druggists, and called their organization "The San Francisco Bay Counties Association," with Isaac Grant at the head. A publication called the *Druggist* was issued in the interest of the association and contained bitter attacks on the Owl and its methods and professed a great admiration for the ethical druggists who were above advertising and who were in the business for the profession's sake.

This publication also indorsed the Drug Clerks' Union and printed several articles urging all the members of the N. A. R. D. to employ only union clerks, and suggested that the union clerks work for the N. A. R. D. stores exclusively. This was claimed to be a solution of the cut-rate problem.

Working for Isaac Grant, and also an officer in the clerks' union, was a man named Sutherland. Whether a conspiracy was hatched between these two is not definitely known by the writer, but one day in March, without a demand being made or a minute's notice given, the walking delegate of the Drug Clerks' Union walked into the Owl drug store and called out all the union clerks. This, of course, crippled the store for a moment, but as the Owl had always paid its

employees higher than average wages, and required less hours of labor, non-union clerks came from far and wide and this phase of the trouble was very soon overcome.

The union then placed a sandwich man in front of the store bearing a sign: "Beware of the Owl Drug Co.; scab drugs and scab labor are bad for sick people." A spieler was also employed who called out in a loud voice, "Don't patronize this store—go across the street, where union clerks sell medicines at the same prices."

This had no effect whatever on the store's patronage—the very low prices attracted the masses, union and non-union, and even after nearly every union in the city had voted to fine its members from \$5 to \$50 for patronizing the Owl, the crowds still came. Business men walked blocks out of their way to patronize the Owl, and the telephone constantly rang out orders from all over the city.

It was on a Thursday the union clerks were called out, and the following Sunday the Owl took a whole page in all the city papers, costing over \$1,000, and reviewed the entire situation, and "roasted" the combine to a beautiful copper brown and again cut the prices of popular medicines.

The following day the Owl turned people away. The store simply could not hold all who came to buy.

All else failing, the drug combine finally forced the wholesale druggists to boycott the Owl and cut off all supplies. Every dealer in drug store goods, even to the bottle man, had to refuse to sell the Owl or he himself could not have a dollar's worth of patronage from the retail druggists. A blue card signed by the officers of the N. A. R. D. was issued to salesmen and only those who registered an oath not to sell the Owl could get these cards.

The Owl management anticipated this move by stocking up to the roof and filling several warehouses, laying in over \$200,000 worth of goods. They were also able to get all the goods needed from wholesalers outside of San Francisco,

and were not in the least affected by the boycott.

But their advertisements which attacked the "drug trust" were large and frequent, each containing a cartoon, illustrating the fact that the Owl was to be forced out of business or made to raise prices.

The collusion between the N. A. R. D. and the labor unions was shown up until the drug clerks were without a leg to stand on, and in order to strengthen their cause and still keep up a union fight, dragged the Los Angeles *Times* into the mess. The Owl has two very fine stores in Los Angeles and of course uses the *Times*, as it is without question the leading paper of that city. The drug clerks easily secured the cooperation of the Typographical Union, who were ready to take up a fight against all friends of the *Times*, and to this day the fight is still on.

The cartoon style of advertising, with special sales, continued and so did the business, each month showing a healthy increase.

Before the Owl was boycotted by the wholesale druggists, the Dr. Miles' serial numbering plan came along and added fresh fuel to the flame.

The Dr. Miles' Medical Company refused to sell to the wholesaler who distributed Miles' goods to the druggists who would not sign a contract which prohibited selling their goods below the full price. The Owl refused to sign this contract and, of course, were promptly shut off, but they had plenty of Miles' goods, and so advertised, even putting in a big window full of all the preparations made by Dr. Miles. The Miles' agent came out to San Francisco and made large space contracts with all the papers but one. These contracts provided that the newspapers were not to accept any cut-rate drug store advertising that contained Miles' goods at a cut price.

The Owl promptly refused to advertise in any paper accepting the Miles business. The Owl had been spending from \$1,800 to \$3,000 a month advertising up to that time

and could well afford to rest awhile. But they gave the *Evening Post* a page ad once a week and had 60,000 full-page circulars struck off and distributed over the city from door to door. These ads attacked the papers for joining hands with the drug trust and worked up more interest in the Owl's cause.

About Christmas time the Owl went back to the *Examiner* and *Chronicle* on holiday goods and have kept up their newspaper work ever since.

The business of the Owl still continues to grow; there has been an increase of from 25 to 40 per cent each month over the same month of the preceding year since this fight began. It finally became necessary to enlarge the store to accommodate the rapidly growing business.

Last week union carpenters had the store all torn up preparatory to putting in a new front, when they were called out by the Building Trades Council. That evening while a severe storm was raging the secretary of this council called on Mr. Miller and demanded his surrender. Mr. Miller said: "You think you have me in a hole now because one end of my store is torn out and the wind and rain are likely to cause serious damage. Well, I am satisfied; your unions have made business good with us; we attribute at least 20 per cent of our increase to your efforts, and we have nothing to settle. Come around to-morrow and you will see a gang of carpenters at work here. Good-night."

Next morning eleven non-union carpenters were at work on the alterations and enlarging. A high fence was built parallel to the sidewalk and there was no interference.

The building trades say the Owl will never finish the work until the store is unionized, and never be unionized until it ceases to advertise its Los Angeles branch in the *Los Angeles Times*.

The indomitable will of the Owl manager has overcome all obstacles and difficulties, and it is a safe wager that the Owl will soon have its store completed, and when it does it will have the finest drug store in the West. A lease was executed last week for another new store in the heart of San Francisco's new shopping district, the corner of Grant avenue and Geary street. This store will be opened some time during the coming summer.

Now that the union fight has settled down to a waiting game, the business effect is noticeable. The class of trade demanding cut-priced goods has decreased, while the better class of people, who hesitate about patronizing a cut-rate drug store, have taken their places and are buying more costly goods.

But human nature is about the same the world over—give good goods at low prices, treat people right, and they will always stay with you. The Owl's advertising has brought the people and the Owl's methods have made them permanent customers. Without the Owl's management and organization of forces the Owl's advertising would have been wasted.

J. W. PEMBERTON.

**BEST FOR
PRINTER, ADVERTISER,
AD WRITER**

"POINTS FOR PRINTERS"

40 pp. "Most practical, compact, complete Printers' Manual." "Full of happy ideas and good values." 25c. postpaid.

W. L. BLOCHER


Tecumseh Street


DAYTON, OHIO

WE desire to get in communication with a few of the finest and most artistic job and catalogue composers in the United States with a view to permanent employment. Must be "Typographical Architects" with the best of references as to character and ability.

THE BARTA PRESS, 28 Oliver St., Boston, Mass.

THE WANT-AD MEDIUMS OF THE COUNTRY.

 Printers' Ink has always held that newspapers which carry the largest number of want advertisements are closest to the hearts of the people, and are for that reason not only prosperous, but of a distinct profitableness to an advertiser.

 Publications entitled to be listed under this heading are charged 10 cents a line a week. Six words make a line.

ARKANSAS.

THE Arkansas GAZETTE, Little Rock, established 1819. Arkansas' leading and most widely circulated newspaper. Average, 1903, 8,211 copies.

The GAZETTE carries more Want ads than all other Arkansas papers combined. Rates, 10. a word. Minimum rate, 20c.

CALIFORNIA.

THE TIMES prints more "Want" and other classified advertisements than the other five newspapers in Los Angeles combined. It is the medium for the exchange of commercial intelligence throughout the whole Southwest.

Rate—ONE CENT A WORD FOR EACH INSERTION; minimum charge 25 cents. 8,000 daily average for year 1903, 36,456 copies. Sunday circulation regularly exceeds 51,000 copies.

COLORADO.

THE Denver POST, Sunday edition, March 13, contained 3,321 Want ads, a total of 77 columns. The POST is the big Want medium of the Rocky Mountain region. The rate for Want advertising in the POST is five cents per line each insertion, seven words to the line.

DISTRICT OF COLUMBIA.

THE Washington, D. C. EVENING STAR (©) carries DOUBLE the number of WANT ADS of any other paper in Washington and more than all of the other papers combined.

MAKE COMPARISON ANY DAY.

GEORGIA.

THE Atlanta JOURNAL carries three times as many Wants as its chief competitor.

ILLINOIS.

THE Chicago DAILY NEWS is the city's "Want ad" directory. It published during the year 1903 10,781 columns of "classified" advertising, consisting of 638,626 individual advertisements. Of these 35,556 were transmitted to the DAILY NEWS office by telephone. No free Want ads are published. The DAILY NEWS rigidly excludes all objectionable advertisements. "Nearly everybody who reads the English language in, around or about Chicago reads the DAILY NEWS," says the Post Office Review.

INDIANA.

THE Indianapolis NEWS in 1903 printed 125,894 more classified advertisements than all other dailies of Indianapolis combined, and printed a total of 264,123 separate and distinct paid Want advertisements.

THE Star League newspapers, Indianapolis STAR, Muncie STAR and Terre Haute STAR, are the leading Sunday "want ad" mediums in the State of Indiana.

The combined circulation of these dailies is guaranteed to be over 130,000 daily. Classified rate, one cent a word per insertion in any one paper, or two cents per word for all three papers. All copy should be mailed to STAR LEAGUE, Classified Advertising Department, Indianapolis, Ind.

KENTUCKY.

THE Owensboro DAILY INQUIRER carries more Want ads every week than any other Owensboro newspaper carries in any month. Eighteen words one week, 25c.

MARYLAND.

THE Baltimore NEWS carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad medium of Baltimore.

MASSACHUSETTS.

THE Brockton (Mass.) DAILY ENTERPRISE carries more than a solid page of "Want" ads—50 words 5 days, 25c. Copy mailed free.

MINNESOTA.

THE Minneapolis JOURNAL carries more Want ads than any other daily paper in the Northwest. In 1903 the JOURNAL'S Wants exceeded any other Minneapolis daily by 55 per cent.

MISSOURI.

THE Joplin GLOBE is the leading daily in the Missouri-Kansas Lead and Zinc Mining district. Circulation over 11,000. A page of Want ads. Send for sample copy.

THE Kansas City TIMES (morning). The Kansas City STAR (evening) carry all of Kansas City's "Wants." The Kansas City SUNDAY STAR prints over eight pages of paid Wants every Sunday. The reason—because everybody in Kansas City reads the TIMES and the STAR.

NEBRASKA.

THE Lincoln DAILY JOURNAL (morning), the DAILY NEWS (evening). Combined circulation, 25,347, guaranteed. Wants appear in both papers at one cent a word.

THE Lincoln DAILY STAR, the best "Want Ad" medium at Nebraska's capital. Guaranteed circulation exceeds 12,000 daily. Rates, 1 cent per word. Special Saturday rate, 15 words only, 3 times, 15 cents, cash. DAILY STAR, Lincoln, Neb.

NEW YORK.

THE TIMES, OF ALBANY, New York. Better medium for wants and other classified matter than any other paper in Albany, and guarantees a circulation greater than all other daily papers in that city.

IN New York City the STAATS ZERTUNG (©) is the leading German daily, carrying the largest amount of Want advertisements. It reaches the great masses of intelligent Germans in and around the great American metropolis.

PRINTERS' INK, published weekly. The recognized and leading Want ad medium for want ad mediums, mail order articles, advertising novelties, printing, typewritten circulars, rubber stamps, office devices, adwriting, half-tone making, and practically anything which interests and appeals to advertisers and business men. Classified advertisements, ten cents a line per issue flat; six words to a line. Sample copies, ten cents.

THE EVENING MAIL of New York City. "Want Ads" in New York's leading evening newspaper are read by well-to-do people. If you are desirous of reaching classes and looking for sure results send for rates. "Agents Wanted," ten cents per line; other advertising correspondingly low.

OHIO.

THE DAYTON, O., HERALD has the call for classified advertisements in Dayton. It's the home paper and gives results.

THE Toledo DAILY BLADE is the recognized "Want" medium of Northwestern Ohio. Excepting one Cincinnati publication, it publishes more "want" advertisements than any other newspaper in Ohio.

THE NEWS price for want advertising is twice that of any other paper in Dayton, and it carries 40 per cent more than its nearest competitor. During the year 1903 it gained 33 per cent over 1902, and carried 5,954 more wants than its nearest competitor.

PENNSYLVANIA.

THE Chester, Pa., TIMES carries from two to five times more classified ads than any other paper.

THE Philadelphia RECORD is the reliable Want advertising medium of Philadelphia, because it has both the quantity and quality of circulation—the best and largest in Pennsylvania. Its columns are not "padded"—every classified advertisement it publishes is paid for by the advertiser and represents a genuine want. In 1903 **THE RECORD** printed nearly 600,000 lines of classified advertising more than in 1902, and this average gain of 50,000 lines per month will be greatly exceeded in 1904.

PHILADELPHIA — THE EVENING BULLETIN. If you have not received the right returns from your Want advertising in Philadelphia, try the **BULLETIN**. **BULLETIN** Want Ads pay, because in Philadelphia Nearly Everybody Reads the **BULLETIN**. The **BULLETIN** has by many thousands the largest city circulation of any Philadelphia newspaper, and goes daily into more Philadelphia homes than any other medium. The **BULLETIN** will not print in its classified columns advertisements that are misleading or of a doubtful nature; nor those that carry stamp or coin clauses; nor those that do not offer legitimate employment.

RHODE ISLAND.

A GLANCE at the "Want" page of the Providence, R. I., **DAILY NEWS** will convince any reader that it stands second to none in Providence as a "Want" ad medium. We make a specialty of this business. One cent a word first time, ½ cent subsequent insertions.

VIRGINIA.

THE NEWS LEADER, published every afternoon except Sunday, Richmond, Va., largest circulation by long odds (\$7,414 aver. 1 year) and the recognized want advertisement medium in Virginia. Classified advts., one cent a word per insertion, cash in advance; no advertisement counted as less than 35 words; no display.

CANADA.

THE Montreal DAILY STAR carries more Want advertisements than all other Montreal dailies combined. **THE FAMILY HERALD** and **WEEKLY STAR** carries more Want advertisements than any other weekly paper in Canada.

THE EVENING TELEGRAM, Toronto, Ont., makes Toronto "a one-paper city." Completely covers a territory representing 279,526 population. Three to seven pages "want ads" daily—equal to the five other dailies combined. The people's paper. \$1,199 daily aver. circulation 1903.

THE Winnipeg FREE PRESS carries more "Want" advertisements than any other daily paper in Canada and more advertisements of this nature than are contained in all the other daily papers published in the Canadian North-west combined. Moreover, the **FREE PRESS** carries a larger volume of general advertising than any other daily paper in the Dominion.

When there's "a snake in the grass" it's a good plan to "keep off the grass."

A VALUABLE BOY.

Merchant Johnson's face was haggard, there was trouble in his eye. As he gazed out of the window at the shoppers passing by; He had just laid in a splendid stock of goods and marked them down, But the shoppers didn't seem to know that Johnson was in town.

He had done some advertising with a brush and marking pot On the country barns and fences, which would bring results, he tho't; He believed that advertising in the papers didn't pay—

Just a scheme to help the printer—and 'twas money thrown away.

Every day he grew more moody, and he swore with angry frown, As he watched the people hurry to the store of Merchant Brown; But he never stopped to reason that the merchant 'cross the way Had a catchy advertisement in the *Messenger* each day.

But one evening as he pondered o'er his troubles after tea, With the daily paper lying there neglected on his knee, Came his little boy, a shaver just about eight years of age, And with eyes in search of knowledge, gazed upon the printed page.

Then he asked his troubled parent, as he gazed with eager eyes If the merchants spent their money 'cause 'twas fun to advertise.

"'Cause you know you told me, papa, advertising didn't pay, And I can't see why that merchant wants to throw his cash away."

Merchant Johnson thought it over—said he'd try it, anyway—

So he placed an advertisement in the *Messenger* next day.

Now you never see him standing in the window cussing Brown,

For he gets his share of business—people know that he's in town.

C. H. Martin, Brookfield, Me.

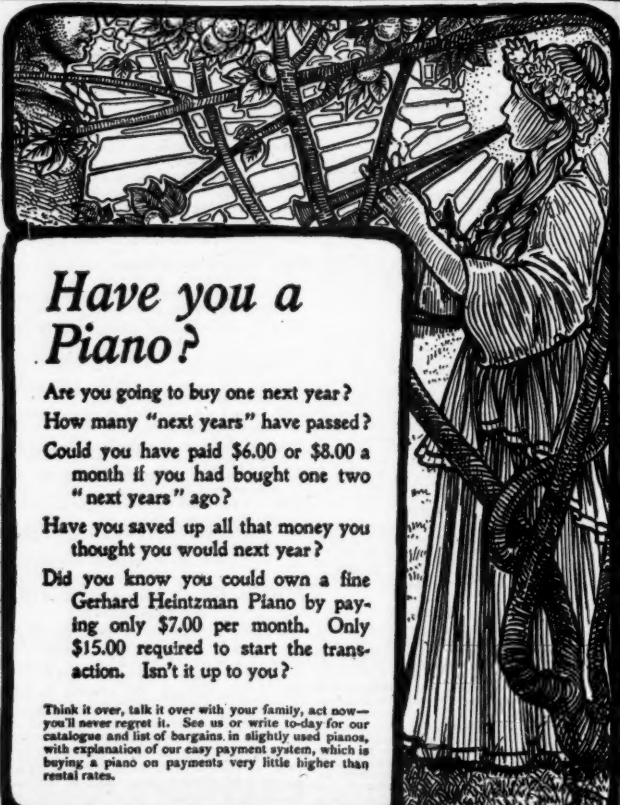
HOW A GOOD TEAMSTER MIGHT ADVERTISE.

I know a teamster whose specialty is the moving of household goods. He does this work so much better than the average teamster that when I talked to him I got enough for several booklets and endless newspaper advertising. And yet this man doesn't advertise at all. Of course his proposition is a rather difficult one, for he is located in a large city, so that he could hardly make newspaper advertising pay; and if he were to issue a booklet, how would he pick his list? One never knows when people are going to move, and to scatter the booklets haphazard would hardly pay. And yet an idea suggested itself to me, that is only the starting point of what he might do. Real estate men know when people are going to move and when they need a teamster; they rent the houses. Why couldn't this teamster make arrangements with several real estate men to distribute his booklets, and give him information about people who are going to move?—*Rhode Island Advertiser.*

COMMERCIAL ART CRITICISM

BY *GEORGE ETHRIDGE, 33 UNION SQUARE, N.Y.
 READERS OF PRINTERS' INK WILL RECEIVE, FREE OF CHARGE,
 CRITICISM OF COMMERCIAL ART MATTER SENT TO MR. ETHRIDGE.

As a general proposition a man around the house, and what pleases
 will never become very keenly in- the average man is pretty sure to



Have you a Piano?

Are you going to buy one next year?
 How many "next years" have passed?
 Could you have paid \$6.00 or \$8.00 a month if you had bought one two "next years" ago?
 Have you saved up all that money you thought you would next year?
 Did you know you could own a fine Gerhard Heintzman Piano by paying only \$7.00 per month. Only \$15.00 required to start the transaction. Isn't it up to you?

Think it over, talk it over with your family, act now—you'll never regret it. See us or write to-day for our catalogue and list of bargains in slightly used pianos, with explanation of our easy payment system, which is buying a piano on payments very little higher than rental rates.

Gourlay Winter & Leeming.
 HAMILTON 66 KING ST. W. TORONTO 188 YONGE, ST.

ART DEPT. CANADIAN MAGAZINE

J.H.H.

No. 1

terested in the picture of a woman please the average woman.
 that he wouldn't want to have The lady in the piano advertise-

ment marked No. 1 is a failure. age. She will catch the eye and The man who made this drawing hold it, and that is what she is for. undoubtedly thought he was being At the same time there is nothing artistic and engaged in the produc- about her that is undignified. She tion of something classic. The re- would not be a misfit in advertising



No.2

sult is not only uninteresting, but any article of the highest grade. ineffective. This style of treatment has obvious advantages over the other,

No. 2 may never have trod the paths of ancient Greece, but she is lost. and much is gained and nothing nevertheless an attractive person- Nothing interests people so much

as other people, and in introducing figures into advertising matter it should be borne in mind that the sort of people most likely to be interesting are best calculated to produce results.

* * *

The Equitable Life Assurance Society seems to have a peculiar liking for black.

Black being the mourning symbol, it may be highly apropos of life insurance advertising, but the kind of ads the Equitable has used for some time are so strong that they are weak. In other words,

THE
EQUITABLE

ONLY A
FEW FLAKES

at a time - but what an
accumulation all together.

Only a few dollars at a time
invested in an Endowment
Policy in the Equitable - but
what an accumulation for
your maturer years.

And while the money is ac-
cumulating for you your
family is protected.

The Equitable Life Assurance Society of the United States
100 Broadway New York

they are so black that they repel rather than attract.

The advertisement reproduced here occupied a full page in a current magazine, and you can do a great deal with a full page if you handle it right.

This particular advertisement, like the others of this style, is so violently aggressive in the matter of contrast that it means nothing to the eye, and is, therefore, likely to be passed over. It is an effort to read it in its original full size.

Mixing black and white up in this manner is bad judgment.

* * *

The Lalance & Grosjean Mfg. Co. is just now engaged in adver-

tising the fact that no poison is found in the enamel of their agate ware.

One of their advertisements is reproduced here, and about the same copy is being extensively used.

People who ride on the elevated cars are getting passing glimpses of the word "poison" with the accompanying skulls and crossbones and the trademark of this brand of agate ware. The result is not altogether a happy one.

If you stop to read, you will find

POISON

has never been found
in the Enamel of

AGATE

TRADE MARK
Mfg. & Co.
NICKEL-STEEL WARE

THIS BLUE LABEL
PROVES IT

Booklet showing fac-simile of label, etc., sent free
to any address.

LALANCE & GROSJEAN MFG. CO.
NEW YORK BOSTON CHICAGO

that, contrary to the first impression, this ware is not poisonous.

People who don't stop—and few do—get the other kind of impression.

This seems like a queer sort of campaign, anyway.

Probably the ordinary individual has never heard that enamel on any agate ware has been found to contain poison, and what's the use of dragging up a matter of this kind when it might just as well be left quietly alone?

This brand of agate ware has a lot of good qualities which might be profitably advertised.

If it is necessary to emphasize the fact that there is no poison in

it, it could certainly be done in a much better way.

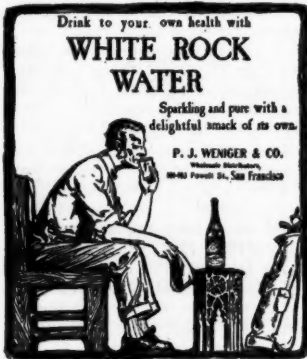
Exploiting one's trademark in connection with a poison label isn't apt to work out very well.

* * *

This simple but pleasing White Rock advertisement has its merits, although the face of the golfer suggests that he really needs something of a more invigorating character than White Rock.

The arrangement and display of this advertisement are distinctly good. There is nothing remarkable about the drawing, or the composition, but the advertisement looks clear, clean and open and is easy to read.

Too many advertisers do not appreciate the vital importance of



making their copy easy to read.

Some advertisers whose appropriations are large insist on using type even so small as agate, and really seem to expect people to read it.

These are days of haste and hustle, and of poor eyesight and worse gas. Better say a few words that mean something and show them up clean and strong the way this particular advertisement shows them.

It has come to be a part of the intelligent reader's duty, as well as his pleasure, to read the magazine advertisements, not only for their artistic worth, but for the fund of valuable fact they contain, especially along the line of domestic economy. A good advertisement is good reading.—*Four Track News.*

1903 A RECORD YEAR

FOR THE

Chicago Record-Herald

Among Chicago morning newspapers the advertising published in 1903 as compared with 1902 shows THE RECORD-HERALD gained 706 columns 71 lines. The Tribune lost 860 columns 212 lines. The Examiner and Sunday American lost 2,707 columns 99 lines.

This, notwithstanding THE RECORD-HERALD refused to publish many advertisements accepted by other papers, and all the rates of THE RECORD-HERALD are on its rate card. The only morning paper in Chicago that dare publish its circulation.

The average circulation for

1903: Sunday, 191,317;

Daily, 154,218.

The largest two-cent circulation in the United States, morning or evening.

THE TORONTO STAR

Circulation

Average for February, 30,128.

Gain over February, 1903, 11,650.

General Advertising

Months of December, January and February, 3,235 cols. Next evening competitor, claiming larger circulation, only 2,373 cols. Increase of 9 per cent in THE STAR. Decrease of 18 per cent in the paper aforesaid.

THE STAR is growing faster than any Canadian paper ever grew. It carries the largest amount of local business of any Toronto paper, morning or evening.

The Chas. T. Logan Special Agency
Foreign Representatives,
Tribune Buildings, New York & Chicago

THE AD SCHOOLS AGAIN.

By Chas. J. Zingg.

Two years ago the Little Schoolmaster's attention was first attracted to the so-called schools of advertising as a new factor in the world of publicity. Readers of *PRINTERS' INK* asked whether the ad schools were competent to teach advertising. Several institutions of this nature were spending large sums in the magazines, and it was evident to an outside observer that they must be patronized by great numbers of young men and women. They could not have lived otherwise. What became of the graduates? None of the men encountered in daily affairs in advertising and publishing circles were the product of ad schools. Where did they go with their diplomas? Did the schools really teach a practical knowledge of advertising? These questions were put to several advertising agents and general advertisers, and the result was an article not favorable to the new institutions of learning. The ad school graduate was in evidence as an unsuccessful applicant for work, but his very applications revealed his ignorance of both business and advertising. Only one person then interviewed regarded the schools favorably, and this person has since shown his belief in them by starting one of his own.

This first article in *PRINTERS' INK* formed the basis of a long controversy in which the ad schools appear to have had much the worst of it. The cudgels have seldom been taken up in their defense by anybody not connected with an ad school. *PRINTERS' INK* has been charged with unfairness in the matter, and the advocates of the schools have been at considerable pains to explain to the Little Schoolmaster that the world progresses by its applied knowledge; that the student of chemistry profits by the discoveries of every previous investigator, from the alchemists to the Curries; that to oppose the ad schools is to oppose modern progress, and so forth.

The Little Schoolmaster trusts that he knows the value of applied knowledge. Any advertising school that will demonstrate that it teaches by applied knowledge will receive his support. In practice, however, the schools of advertising are based on the "increase of salary" argument. They promise what they are unable to perform. They misrepresent conditions in the advertising world and prosper on a lie that is self-evident to anybody who knows advertising conditions.

PRINTERS' INK has never been an opponent of the advertising schools, although responsible for the opposition that has been raised against them. No editorial utterance has been made in the matter. If the schools have been hurt by articles in the Little Schoolmaster, those articles have come from correspondents or contributors. At all times there has been a disposition to play fair in the discussion, and whenever a correspondent had something favorable to say he has been given the means of saying it. There has been no time in which a statement from an ad school in its own defense would have been refused publicity in *PRINTERS' INK*, yet until recently no attempt has been made by any of these institutions to show the nature of the instruction offered or to prove honesty of motive. Some weeks ago a communication was received from the Chicago College of Advertising, an ad school conducted in connection with the Mahin agency, Chicago, in which the secretary, Wm. A. Merriam, offered to submit to the editor of *PRINTERS' INK* a complete set of the lessons given by that institution. Mr. Merriam stated that this course had been indorsed by prominent publishers, and that he would be pleased to have the Little Schoolmaster's criticism upon it. Upon an expression of interest these lessons were forwarded to the Little Schoolmaster, bound in a large scrapbook and accompanied by pamphlets and accessories furnished to students by the college. There are forty lessons in this

course, and they treat of various branches of advertising, as follows:

- Lesson 1—General instructions.
- Lesson 2—The advertisement in detail (catch line, display, illustration, appeal to reader, etc.).
- Lesson 3—Description of type faces and definition of printers' terms.
- Lesson 4—Proofreading.
- Lesson 5—Cost and measurement of advertising space.
- Lesson 6—Arrangement of headlines.
- Lesson 7—How to lay out an advertisement for the printer.
- Lesson 8—Same continued.
- Lesson 9—Mail order advertising.
- Lesson 10—Grocery advertising.
- Lesson 11—How to write to fill a certain space.
- Lesson 12—How to lay out a magazine ad.
- Lesson 13—How to collect material for advertising.
- Lesson 14—The Wanamaker style—its principles.
- Lesson 15—Comparison of department store advertising styles, by J. Angus MacDonald.
- Lesson 16—Planning of large newspaper advertisements.
- Lesson 17—Sentiment in advertising, by Dr. John E. Beebe, Mahin Co.
- Lesson 18—High-grade advertising for retail stores, advertising for popular-priced stores.
- Lesson 19—Illustrations—how to plan, and the different styles.
- Lesson 20—Styles of engraving.
- Lesson 21—How to buy engravings, by A. C. Gruss, Mahin Co.
- Lesson 22—Placing advertising contracts with general publications, by Wm. C. Hoeftlin, Mahin Co.
- Lesson 23—Contracts for daily papers, by John A. Nourse, Mahin Co.
- Lesson 24—Contracts with small dailies and weeklies, by the same.
- Lesson 25—Streetcar advertising, by J. K. Fraser, Mahin Co.
- Lesson 26—Principles of poster advertising.
- Lesson 27—How to figure the cost of a booklet.
- Lesson 28—Preparation of booklets, by Dudley Walker, Chicago & Alton Railway.
- Lesson 29—Special sales.
- Lesson 30—How to bring inquiries.
- Lesson 31—The follow-up system.
- Lesson 32—Using timely events in advertising.
- Lesson 33—Getting advertising that is not paid for—free notices.
- Lesson 34—What to do with competitors' advertising.
- Lesson 35—How to work up a personal business as an advertiser.
- Lesson 36—What percentage to spend in advertising; planning campaigns.
- Lesson 37—Duties of the advertising manager.
- Lesson 38—Tracing results and card systems, by A. W. Shaw, Shaw-Walker Co.
- Lesson 39—Advertising man as sales-manager; keeping records and statistics; by G. F. Watt, Baker-Vawter Co.

Lesson 40—How to get and hold a position, by H. M. Hapgood, "Hapgoods."

In the general instructions the student is urged to work, and is impressed with the fact that advertising cannot be learned in a week. He is promised that if he studies faithfully he will be given an education that will enable him "to apply for, and with confidence fill, a position as advertising manager for any kind of business." He is advised to read all the literature and magazines on advertising that may come his way, but is given the names of no advertising journal outside of *Mahin's Magazine*, subscription blank to which is inclosed with the first lesson. As working books he is advised to get "Rhetoric," by Prof. J. Scott Clark, and either Fernald's or Fallows' "Synonyms." Neither of the latter books is standard, and one of them is very incomplete. The second lesson gives some fundamental rules for arousing interest in various classes of goods, as appealing to vanity to advertise jewelry, or sentiment to sell toys. The student is required to write a short essay on "The Object of Advertising" to enable the instructors to gauge his knowledge and methods of handling a subject. The third lesson gives a mass of typographical information, most of which is of questionable value. "Lining type," "shoulders," "patent insides," "chases" and "break lines" are wholly in the province of the printer. Lesson 4 deals with proof-reading in a clear way, and the next four lessons give a great deal of technical information about measurement of newspaper space. This information should be studied after the pupil has learned something about writing, and would be of more value if held until later in the course. A member of the "faculty" of another ad school once admitted to the Little Schoolmaster that his course was designed to discourage the student after the first few lessons, when two installments of the tuition had been paid. This represented a profit to the school greater than could be made by giving the full course. It also

obviated the difficulty of finding a place for the graduate.

The next thirteen lessons (Nos. 9 to 21) cover a wide range of advertising subjects. The treatment is able, but not deep. To give a description of the mail order business in three typewritten pages, with directions for writing mail order ads and catalogues, would probably appear humorous to Mr. Thorne, of Montgomery, Ward & Co. The instruction about retail advertising, pictures and engravings given in these lessons is good, however, and it must be remembered that the college asserts they are supplemented with personal advice and criticism. After each lesson in the course the student is required to write an ad or lay out a campaign, make specifications for pictures or perform some other advertising work. If these lesson papers from students are faithfully and intelligently handled by the instructors there is no question of the value of the lessons, *so far as they go*.

Lessons 22 to 24 deal with the subject of placing business in different classes of mediums, giving complete directions for beating down rates, but little information as to the mediums that can be treated in this fashion. No good newspaper directory is mentioned, nor is the important subject of circulation treated adequately. There is no denying that the student will still have a great deal to learn about publications after he completes these studies. Lessons 25 and 26 give the principles of street and poster advertising in a clear manner. Lesson 27 deals with another subject that is largely within the province of the printer. Lesson 28 is a succinct and sensible essay on the mechanism of booklets. Lessons 29 to 34 deal with various sides of retail advertising, and are among the best in the course, the information being practical and likely to give the greatest assistance to a novice in actual advertising work. Lesson 35, "How to work up a personal business as an adwriter," tells the student what to charge for his valuable services

and advises him to get out a printed circular to this effect:

This is to inform you that IS A CREATOR OF MODERN ADVERTISING MATTER, and aims to improve the character of your advertising and increase the volume of your business. I AM SUBJECT TO CALL AT ANY MOMENT and am ready to undertake your work to-day, by the piece, by the week or by the year. ADVERTISING IS THE STIMULUS OF TRADE and the merchant who ignores the fact must fall behind in the commercial procession. IF YOU WANT RESULTS DROP A CARD TO (Address).

The effect of such matter upon men who think they know something of advertising—men like Artemas Ward, for example—is not always happy. The novice is told to mail this circular to 100 advertisers, calling on them in person when they dutifully "drop a card." If the card is not dropped it is advisable to follow up with a postal telling them that Mr. Novice has heard nothing from them and asking "if they realize the value of first-class advertising matter." Send postals at intervals of ten days. Tire out the 100 advertisers until their curiosity is aroused and they want to know who Mr. Novice is. Do not be afraid to attempt anything. Nothing is said about the uses of advertising journals as a means of advertising for adwriters.

The five remaining lessons are devoted to preparing the student for advertising work on a salary. The final lesson by Mr. Hapgood shows the value of a good personal appearance, and indicates also methods by which one's intellectual shoes may be polished and one's brains combed before entering the dread presence of the prospective employer. The final piece of matter sent the student is a registration blank from the college on which the graduate enters his preferences in the way of a position.

It is evident that this course will not fit a student to "apply for and fill a position as advertising manager of any business," let him study ever so diligently. The lessons leave amazing gaps in the knowledge that comes to the reader of any good advertising journal, while the subjects treated in the

lessons can be learned as easily by any bright young man or woman who gives an hour a week to two or three of the better advertising journals for six months. Moreover, a wider outlook on advertising will be gained, for the advertising journals in such a period treat many phases of advertising not dreamed of in the philosophy of this course. It has absolutely nothing to say about financial advertising, municipal advertising, trade journals, "house organs," windows, the problems of the manufacturer who must reach the retailer through literature, the methods of determining the character and influence of publications—in fact, as many branches of advertising are ignored as are treated.

These are some of the shortcomings of the course. They seem to be many. The lessons have merits, however. Chief among them is the alleged personal supervision of the student's practice ads and papers. To criticise such lessons without knowing the extent of this personal instruction is unfair. Another merit is the stimulus to actually write and plan advertising. Some of the lessons appear childish to a man who has had several years' experience of agency work, but for this very reason perhaps they are good. A beginning is made at the beginning. The reader of advertising journals can gather a mass of valuable information, but it will do him little good unless he actually works, writing specimen ads, planning imaginary campaigns. While some of the lessons might be lightened of useless technical information, the course is, on the whole, rather good than bad, so far as it goes. Some of the lessons are evidently reprints from *Mahin's Magazine*, and to the observer familiar with advertising they appear to be ill-arranged.

The Little Schoolmaster has always maintained that business knowledge and principles constitute the most vital part of advertising. His position is borne out by actual conditions in the advertising world, for the campaign based on good business principles endures, though it may not be particularly

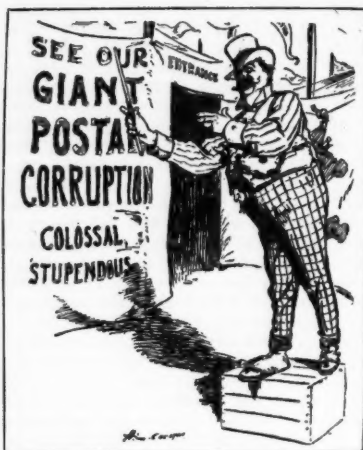
brilliant, while many advertisers and ad experts who lacked business ballast have run the course of skyrocketers. There is nothing said in this series of lessons about the business principles behind advertising. The student's attention is directed wholly to technical details, and he probably finishes the course with the notion that the man who owns the business he advertises will attend to "all that sort of thing." This is serious omission, for a study of the principles of any business ought to reveal the methods by which it can be advertised to best purpose.

The most interesting query about the ad schools is that put by the prospective student: "Can they teach me anything, and which is the best?" It was precisely this sort of question that set the Little Schoolmaster investigating two years ago. If asked such a question with regard to the course of instruction offered by the Chicago College of Advertising, he would say that the course is worth a reasonable price if the personal instruction is individual instead of by means of form letters, and the student works faithfully along the lines laid down therein.

Whether it will give more information in a stated period than a bright young man or woman can gather from the advertising journals depends altogether on the individual. In some cases there is no question that the latter method of learning would produce better results. And one of these cases is the careful reading of **PRINTERS' INK**. Any young man or woman with natural aptitude for business will get more advertising instruction from a year's reading of **PRINTERS' INK** than any other medium can offer. This may sound egotistical—but it is true.

ADDRESS THE
ATLANTIC COAST LISTS
134 Leonard Street, New York,

and obtain catalogue, maps and full information about fourteen hundred and fifty separate country weekly newspapers in which a ten line advertisement can be inserted once for \$6.00, and by the year at half that price per week. Only one electrotype is required if a picture is used.



FROM THE N. Y. EVENING TELEGRAM.

OUR POST OFFICE.

In its issue of March 16 **PRINTERS' INK** reprinted on pages 61 and 62 the two coupons which originally appeared in **PRINTERS' INK** for February 24, 1904, in such revised form as the autocrats in the department require. There is, however, no plain rule or law what a publisher should do, although there is a sweeping stipulation of what he must not do. **PRINTERS' INK** reprints again to-day on pages 61 and 62 the two coupons. Interested parties are invited to compare, first, the coupons as they appeared on February 24, then as they appeared on March 16, and last as they appear to-day. In a subsequent issue **PRINTERS' INK** will show still another form how the coupons may be printed and be acceptable to the Post Office. In connection with this affair the Little Schoolmaster has received the following communication:

THE NATIONAL CLEARING HOUSE.
Incorporated.

171 Washington Street.
Capital Stock One Million Dollars.
CHICAGO, ILL., March 11, 1904.

Editor of **PRINTERS' INK**:

We notice what you have to say in your issue of the 9th inst. in regard to the great American Post Office Department which is now under the management of a lot of lunatics. There is plenty of evidence existing to prove that

the department is just as corrupt at this time as it was before the Bristow investigation. We possess considerable of this evidence ourselves, and we are also responsible for the opening of the investigation in the first place. We have exposed their methods for more than two years now and have given them as much publicity as has been in our power to do, and the only thing that will cause a reorganization of the department on business principles is publicity of their present methods by all the publishers throughout the country. Very few of the publishers of this country realize what the real conditions are in the department. We have a series of letters and memorandums that would astound the publishers if they had the information that the letters and memorandums contain. Something must be done with those rascals, and the publishers have the power to do it if they will go at it in the right way. Yours very truly,

C. FRANKLIN DAVIS.

Everybody who takes an interest in these matters ought to write a letter to the Congressman of his district and remind that gentleman of the fact that postal reforms are a crying need in this country, and that the Congressman who has brains and courage enough to secure such a reform has a chance to win everlasting gratitude from publishers and business men. But writers must be sure that their Congressman is not a henchman of any of the great combines known as this or that express company. The express companies and their paid lobbyists are the ones who kill postal reforms by purchasing the manhood of the country's representatives in the halls of Congress. Still, if they would so extend their efforts as to kill also the fool regulations cooked up from time to time by department clerks for the sole apparent purpose of annoying and embarrassing publishers they might almost earn a right to a continued existence for the monopoly they now enjoy.

A new fifty-page catalogue from the C. W. Hunt Company, New York, describes "Industrial Railways" in a most complete manner, amplifying smaller brochures heretofore issued for the same line of products.

AD SCHOOL GRADUATES.

The H. I. Ireland Advertising Agency, Philadelphia, handles about seventy-five per cent of the Quaker City local advertising placed by agents. As most of the copy is changed daily, the services of a number of bright young men are required to look after data and put in the items after the headings and arguments are prepared by an experienced writer.

Knowing that every one in the employ of this agency was trained by Mr. Ireland personally, I interviewed him concerning ad school graduates.

"How do you get hold of the young men you use in the minor positions in your business?"

"By advertising in the want columns of the local papers."

"Do any graduates from ad schools answer?"

"Quite a number. In fact, this class of applicants is increasing at an alarming rate."

"Why do you say alarming?"

"Because experience has taught me that instead of helping a young man to learn advertising, they handicap him."

"In what way?"

"By praising his mediocre work and thereby increasing the egotism of which every ambitious young man at the beginning of his career has more than enough. Then every one of the numerous ad school graduates I have wasted time in interviewing believes the only thing necessary to become an advertising man is the ability to grind out copy. In my agency this is the last and not the first thing taught."

"Is it your opinion that advertising cannot be taught by mail?"

"It cannot be *learned* by mail. It is a trade, pure and simple—or a profession, if you prefer. Advertising cannot be taught by mail any more than can buying for a department store."

"Have you ever employed any ad school graduates?"

"Several; but none were kept longer than two months. One I remember who had won first prize of some sort in an ad school com-

petition couldn't arrange the items of a shoe sale correctly. The trouble of one and all was that they dreamed of higher things than reading proof and the minor duties of an advertising agency. Some of them would submit to me the most dreadful slush, as an improvement on the copy that was going out for some client. Others would surreptitiously slip the same sort of stuff, signed by their initials, into the slot of my desk. The wordy halo of loveliness they would throw about a ham or other prosaic article was amusing at first. After a time, however, it became wearisome; so now all applications for positions from ad school graduates go into the wastepaper basket. By the way, I happen to have one now, which I kept as a curiosity. It is a fair sample. You may publish it if you wish. Here is the letter referred to, verbatim, except the name and address":

M 68

Bulletin Office

Dear Sir

In reply to your 'ad' in to-days *Bulletin* for an advertisement writer, I wish to offer you my services. I am not a thorough ad man as yet. I have a few months' more to go before I am through as I am doing some practical work at present. Would be glad to have an interview with you to know what work you have and if I could do it. Will work for eighteen Dollars a week to start, with chance for an advance.

Your Respectfully

Student of Correspondence
Institute of America.

* * *

If Mr. Ireland's experience has been duplicated at other agencies the ad school graduate is not only handicapped but debarred from getting a position in an advertising agency.

SAMUEL GRANT.

The man who never does his work to a finish is destined to fill a boy's job all his life.

LINCOLN FREIE PRESSE

LINCOLN, NEB.
(GERMAN WEEKLY.)

Actual Average
Circulation 145,448

Our biggest circulation is in the States of Iowa, Wisconsin, Minnesota, Nebraska, Illinois, etc., in the order named. All subscriptions paid in advance. Flat rate, 35c.

A Roll of Honor

No amount of money can buy a place in this list for a paper not having the requisite qualification.

Advertisements under this caption are accepted from publishers who, according to the 1903 issue of the American Newspaper Directory, have submitted for that edition of the Directory a detailed circulation statement, duly signed and dated, or have supplied a similar statement for the 1904 issue of the Directory, now undergoing revision and to be issued in April next. Such circulation figures as are mentioned last are characterized by a *.

These are generally regarded the publishers who believe that an advertiser has a right to know what he pays his hard cash for.

The black figures denote the average issue for the year indicated. The light-faced number in brackets denotes the page in the American Newspaper Directory which contains the details of the publication's character.

☞ Announcements under this classification, if entitled as above, cost 20 cents per line under a yearly contract, \$20.50 for a full year, 10 per cent discount if paid wholly in advance. Weekly, monthly or quarterly corrections to date showing increase of circulation can be made, provided the publisher sends a statement in detail, properly signed and dated, covering the additional period, in accordance with the rules of the American Newspaper Directory.

ALABAMA.

Birmingham. Birmingham News. Daily av. for 1903, 17,488 (*); last 6 months 1903, 18,052; guaranteed.

Birmingham. Ledger. *dy.* Average for 1903, 16,670 (*). *E. Katz, Special Agent, N. Y.*

Montgomery. Advertiser. Advertiser Co. Average circulation for 1903, guaranteed, daily 11,071 (*)(☉☉), *wy.* 18,867 (*), *Sy.* 15,051 (*).

ARIZONA.

Bisbee. Review. daily. W. B. Kelley, pub. In 1902 no issue less than 1,250 (46). In 1903 no issue less than 1,750.

Phoenix. Republican. Daily average for 1902, 5,820 (47). *Logan & Cole Special Agency, N. Y.*

ARKANSAS.

Fort Smith. Times. daily. In 1902 no issue less than 1,000 (33). Actual average for August, September, October, 1903, 2,109.

Little Rock. Arkansas Methodist. Geo. Thornburgh, pub. Actual average 1903, 10,000 (*).

Little Rock. Gazette. daily and Sunday. Arkansas' Leading Newspaper. Established 1819. *Aver. 1903, Daily 7,904 (*), Sunday 9,840 (*).* The only Arkansas newspaper that permitted the A. A. A. to examine its circulation. *Smith & Thompson, Special Repre., New York & Chicago.*

CALIFORNIA.

Fresno. Morning Republican. daily. Average for 1903, 5,160 (*). *E. Katz, Special Agent, N. Y.*

Oakland. Signs of the Times. Actual weekly average for 1903, 82,442 (*).

Oakland. Tribune. daily. Average for 1902, 9,959 (76). *Tribune Publishing Company.*

Redlands. Facts. daily. Daily average for 1903, 1,456 (*). No weekly.

San Diego. San Diegoan Sun. Daily average for 1903, 2,722 (80). *W. H. Porterfield, pub.*

San Francisco. Argonaut. weekly. Average for 1902, 15,165 (51). *E. Katz, Special Agent, N. Y.*

San Francisco. Bulletin. R. A. Crothers. Av. for 1902, daily 49,159. Sunday 47,802 (80).

San Francisco. Call. d'y and S'y. J. D. Spreckels. *Aver. for 1902, d'y 60,885, S'y 71,544 (80).* Av. 1903, daily 61,084 (*); S'day 82,015 (*).

San Jose. Evening Herald. daily. The Herald Co. Average for year end. Aug., 1902, 5,597 (86).

San Jose. Morning Mercury. daily. Mercury Publishing Co. Average for 1902, 6,266 (86).

San Jose. Pacific Tree and Vine. mo. W. G. Robinson. Actual average, 1903, 6,185 (*). First three months, 1904, 8,166.

CONNECTICUT.

Hartford. Times. daily. Average for 1903, 16,509 (*). *Ferry Lukens, Jr., N. Y. Rep.*

Meriden. Morning Record and Republican. Daily average for 1903, 7,582 (*).

New Haven. Evening Register. daily. Actual av. for 1903, 18,571 (*); Sunday, 11,292 (*).

New Haven. Palladium. daily. Average for 1903, 7,625 (*). *E. Katz, Special Agent, N. Y.*

New Haven. Union. Av. for 1903, 15,827 (*). *S'y 8,260 (*).* *E. Katz, Special Agent, N. Y.*

New London. Day, ev'g. Av. 1903, 5,618 (*). (115). Average gain in past year, 415.

Norwich. Bulletin. daily. Bulletin Co., publishers. Average for 1902, 4,659 (115). Actual average for 1903, 4,988 (*).

Waterbury. Republican. Daily average 1903, 5,846 (*). *La Cote & Maxwell, Spec. Agts, N. Y.*

COLORADO.

Denver. Post. daily. Post Printing and Publishing Co. Average for 1903, 28,728 (*). Average for February, 1904, 48,188. Gain, 12,263.

☞ The absolute correctness of the latest circulation rating accorded the Denver Post is guaranteed by the publishers of the American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.



DELAWARE.

Wilmington. Every Evening. Average guaranteed circulation for 1903, 10,784 (*).

Wilmington. Morning News. daily. News Publishing Co., pubrs. Av. for 1903, 9,958 (*).

DISTRICT OF COLUMBIA.

Washington. Ev. Star, daily. Ev. Star Newspaper Co. Average for 1903, 84,058 (*)(☉☉).

National Tribune. weekly. Average for 1902, 104,599 (123). First six mos. 1903, 112,268. *Smith & Thompson, Rep., N. Y. & Chicago.*

FLORIDA.

Jacksonville. Metropolis. daily. *Aver. 1903, 8,298 (*).* *Ave. last 6 months, 1903, 8,229.*

Pensacola. Journal, mornings, ex. Mon. Av. 1902, 2,441. Av. 1903, 2,929 (*); Dec. 1903, 3,190.

Tampa. Morning Tribune. daily. Tampa Tribune Pub. Co. Average for 1902, 5,608 (152).

A Roll of Honor—Continued.

GEORGIA.

Atlanta, Journal, dy. Av. 1902, \$7,828. Semi-wy, \$4,105 (130). Present average, \$9,884.

Atlanta, News. Actual daily average, 1903, 20,104 (*). Av. December 1903, 22,720.

Atlanta, Southern Cultivator, agriculture, semi-mo. Actual average for 1903, \$0,125 (*).

Lafayette, Walker Co. Messenger, weekly. N. C. Napier, Jr., pub. Av. for 1903, 1,640 (*).

IDAHO.

Boise, Capital News, d'y and wy. Capital News Ptg. Co., pub. Aver. 1903, d'y 2,761 (*), w'y 8,475 (*)(151).

ILLINOIS.

Chicgo, Citizen, weekly. Actual average, 1903, 1,110 (*). Daily, average 1903, 818 (*); Jan. 1904, daily, 1,068; weekly, 1,125.

Champaign, News. In 1902 no issue less than 1,100 daily and 5,400 weekly (163). In November, 1903, no daily issue less than 2,400.

Chicago, Ad Sense, monthly. The Ad Sense Co., pub. Actual average for 1902, 6,088 (176).

Chicago, American Bee Journal, weekly. Actual average for 1902, 7,455 (167).

Chicago, Bakers' Helper, monthly. H. R. Ulsold. Average for 1903, 4,175 (*)(60).

Chicago, Breeders' Gazette, stock farm, weekly. Sanders Pub. Co. Average for 1902, 60,052 (167). Actual average for 1903, 67,860 (*).

Chicago, Dental Digest, mo. D. H. Crouse, pub. Actual average for 1903, 7,000 (*).

Chicago, Grain Dealers Journal, a mo. Grain Dealers Company. Av. for 1903, 4,954 (*)(60).

Chicago, Home Defender, mo. T. G. Mauritzen. Act. av. 1903, 5,409. Last 3 mos. 1903, 84,000.

Chicago, Irrigation Age, monthly, D. H. Anderson. Average for 1902, 14,166 (181). Average ten months 1903, 22,190.

Masonic Voice-Review, mo. Average for 1902, 26,041 (182). For six months 1903, 26,166.

Chicago, Monumental News, mo. R. J. Haight, pub. Av. for year end, July, 1902, 2,966 (182).

Chicago, Musical Leader & Concert-Goer, wy. Aver. year ending January 4, 13,545 (*).

Chicago, National Harness Review, mo. Av. for 1902, 5,291 (183). First 3 mos. 1903, 6,250.

Chicago, National Laundry Journal, semi-monthly. Actual average for 1903, 4,968 copies.

Park and Cemetery and Landscape Gardening, mo. Av. for year ending July, 1902, 2,041 (183).

Chicago, Record-Herald. Average for 1903, daily 154,218 (*), Sunday 191,817 (*).

Chicago, The Operative Miller, monthly. Actual average for 1902, 5,666 (183).

Chicago, Tribune, daily. Tribune Co. In 1902, ya (60)(166).

East St. Louis, Poultry Culture, mo. Poultry Culture Pub. Co. Average 1902, 6,875 (193). Average first six months 1903, 14,885.

Evansville, Correct English: How to Use It, mo. Actual aver. year end March, '04, 10,000 (*).

Kewanee, Star-Courier. Average for 1903, daily 2,410, weekly 1,522 (203). Average guaranteed circulation daily for August, 1903, 8,006.

Peoria, Star, evenings and Sunday morning. Actual sworn average for 1902, 28,742 (219).

Rockford, Register Gazette. Dy. av. for 1902, 5,554, a-wy, 7,052 (223). Shannon, 120 Nassau.

Rockford, Republic, daily. Actual average for 1903, 6,540 (*). La Cote & Mazzoni, N. Y.

INDIANA.

Evansville, Courier, daily and S. Courier Co., pub. Act. av. '02, 11,218 (204). Sworn av. '03, 12,618. Smith & Thompson, Sp. Rep., N. Y. & Chicago.

Evansville, Journal-News. Av. for 1903, d'y 18,852 (*), s'y 14,120 (*). E. Katz, Sp. Agt., N. Y.

Goshen, Cooking Club, monthly. Average for 1902, 25,501 (247). A persistent medium, as housewives keep every issue for daily reference.

Indianapolis, News, dy. Hilton U. Brown, gen. mgr. Aver. net sales in 1903, 69,885 (*).

Lafayette, Morning Journal, daily. Actual average 1903, 4,002 (*); January, 1904, 4,479.

Marion, Leader, daily. W. B. Westlake, pub. Actual av., 1903, 5,295 (*); Feb., 1904, 5,609.

Muncie, Star, d'y and S'y. Star Pub. Co. Aver. for 1903, d'y 25,856 (*), s'y 19,250 (*).

Notre Dame, The Ave Maria, Catholic weekly magazine. Actual average for 1903, 24,982 (*).

Princeton, Clarion-News, daily. Clarion Publishing Co. Average for 1902, 1,320 (264).

Richmond, Evening Item. Sworn dy. av. for 1903, 5,552 (*). Same for Dec., 1903, 5,742.

South Bend, Tribune. Sworn daily average 1903, 5,718 (*). Sworn av. for Feb., 6,446.

INDIAN TERRITORY.

Ardmore, Ardmoreite, daily and weekly. Average for 1903, dy, 1,951 (*); wy, 5,872 (*).

IOWA.

Arlington, News. All home-print weekly. W. F. Lake, pub. Average for 1902, 1,400 (282).

Hurlington, Gazette, dy. Thos. Stivers, pub. Average for 1903, 5,864 (*), Jan., 1904, 6,050.

Davenport, Times. Dy. av. 1903, 8,055 (*), s. wy. 1,660 (*). Dy. av. Jan., 1904, 8,880. Cir. guar. more than double of any Davenport daily.

Des Moines, Capital, daily. Lafayette Young, publisher. Actual average for 1903 31,898 (*)(283). Average for February, 1904, 34,597.

City circulation the largest of any Des Moines newspaper absolutely guaranteed. Only evening newspaper carrying advertising of the department stores. Carries largest amount of local advertising.

Des Moines, Cosmopolitan Osteopath, monthly. Still College. Average for 1902, 9,666 (294).

Des Moines, News, daily. Aver. 1902, 27,118 (283). First 3 mos. 1903, aver., sworn, 41,871 net.

Des Moines, Spirit of the West, wy. Horses and live stock. Average for 1902, 6,095 (294).

Des Moines, Wallace's Farmer, wy. Est. 1879. Actual average for 1903, 22,769 (*).

Muscatine, Journal, dy. av. 1903, 4,549 (*). C-wy, 2,708 (*). Dy. av. Jan., 1904, 4,885.

Ottumwa, Courier. Daily av. 1903, 4,512 (*); semi-weekly, 7,836 (*).

Sheldon, Sun, d'y and w'y. H. A. Carson. Average for 1902, d'y 486, w'y 2,544 (323).

Shenandoah, Sentinel, tri-weekly. Covers Page and Fremont counties. Average 1902, 5,681. Average 1903, exceeds 4,100 (*). Bank deposits average \$100. Crop failures unknown. Land high; people prosperous.

Sioux City, Journal. Dy. av. for 1903 (sworn) 19,492 (*), dy. av. for Dec. 19,982. Records always open. More readers in its field than of all other daily papers combined.

Waterloo, Courier. Daily av. 1903, 2,967 (*). Last 6 mos. 1903, 2,057. S-w'y, 1,942.

A Roll of Honor—Continued.

KANSAS.

Atchison Globe, daily. E. W. Howe. (334). Offers to prove 5,200 daily circulation for 1903, on receipt any advertising bill.

Girard, Appeal to Reason, weekly. J. A. Wayland. Average for 1902, 195,809 (343).

Hutchinson News. Daily 1903, 2,768 (*), weekly 2,112 (*). E. Katz, Agent, New York.

Topeka, Western School Journal, educational monthly. Average for 1903, 8,125 (*).

Wichita Eagle, d'y and w'y. Av. 1902, d'y 16,781, w'y 6,674 (364). Beckwith, N. Y. & Chicago.

KENTUCKY.

Cloverport, Breckenridge News, weekly. J. D. Babbage. Average for 1902, 2,245 (368).

Harrodsburg, Democrat. Best weekly in best section Ky. Av. 1902, 5,582 (*); growing fast.

Lexington, Leader. Av. for 1903, 2,928 (*). w'y 2,866, sy. 4,092 (*). E. Katz, S. A., N. Y.

Louisville, Evening Post, dy. Evening Post Co., pub. Actual average for 1902, 26,895 (374).

Louisville, Herald. Actual daily average for 1903, 17,214 (*); Sunday, 16,742 (*); January, 1904, daily, 21,150.

Paducah, Sun, daily. Average, 1903, 2,181 (*); for February, 1904, 2,415.

LOUISIANA.

New Orleans, Item, daily. R. M. Denholme, publisher. Average for Jan., 1904, 19,895. Official journal city New Orleans.

New Orleans, Louisiana Planter and Sugar Mfr., w'y. In 1902 no issue less than 5,000 (387).

New Orleans, The Southern Buck, official organ of Elklod in La. and Miss. Av. '02, 2,866.

MAINE.

Augusta, Comfort, mo. W. H. Gannett, pub. Actual average for 1902, 1,274,766 (391).

Augusta, Kennebec Journal, d'y and w'y. Average daily, 1903, 5,778 (*); weekly 2,170 (*).

Bangor, Commercial. Average for 1903, daily 8,218 (*); weekly 29,006 (*).

Dover, Piscataquis Observer. Actual weekly average 1903, 1,904 (*).

Lewiston, Evening Journal, daily. Aver. for 1903, 6,814 (*). (C) w'y 15,482 (*). (C).

Phillips, Maine Woods and Woodsman, weekly. J. V. Brackett. Average for 1903, 8,041 (*).

Portland, Evening Express. Average for 1903, daily 11,740 (*); Sunday Telegram 8,000 (*).

MARYLAND.

Baltimore, News, daily. Evening News Publishing Co. Average 1902, 41,555 (402). For January, 1904, 47,589.

MASSACHUSETTS.

Boston, Evening Transcript (C) (412) Boston's tea table paper. Largest amount of week-day adv.

Boston, New England Magazine, monthly. America Co., pub. Average 1902, 21,580 (430).

Boston, Pilot, every Saturday. Roman Catholic. Jas. Jeffrey Roche, editor. (C)

Boston, Post, dy. Average for 1902, 174,175 (415). Av. for Dec., 1903, dy. 195,919, sy. 188,716. Largest p. m. or a. m. sale in New England.

Boston, Traveler, Est. 1824. Actual daily av. 1902, 78,552. In 1903, 76,666 (*). October 1, 1903, to March 1, 1904, 80,496.

Largest evening circulation in New England. Reps.: Smith & Thompson, N. Y. and Chicago.

Boston Globe. Average for 1903, daily, 195,554 (*), Sunday, 297,824 (*). Largest circulation in New England. Advertisements go in morning and afternoon editions for one price.

FEBRUARY, 1904.

	DAILY.	SUNDAY.
1	194,537	
2	185,339	
3	193,477	
4	193,487	
5	194,029	
6	197,789	
7		307,843
8	217,109	
9	234,278	
10	222,052	
11	221,992	
12	223,353	
13	227,573	
14		316,585
15	228,518	
16	224,782	
17	223,907	
18	226,517	
19	220,487	
20	222,293	
21		314,896
22	Holiday.	
23	224,592	
24	218,198	
25	218,096	
26	217,269	
27	225,856	
28		313,838
29	217,243	
	5,173,942	1,253,161

Daily Average, - 215,580
Sunday Average, 313,290

Perfect copies printed for sale.

CHAS. H. TAYLOR, JR., Business Manager.

East Northfield, Record of Christian Work, mo. Av. for yr. end'g Dec. 31, 1903, 20,250 (*).

Gloucester, Daily Times. Average for 1902, 6,247 (427). First seven months 1903, 6,629.

Lawrence, Telegram, daily. Telegram Publishing Co. Average for 1902, 6,701 (428).

Salem, Little Folks, mo., juvenile. S. E. Cassino. Average for 1902, 75,250 (434).

Springfield, Good Housekeeping, mo. Avg. for 1902, 108,666 (436). For year end. Dec. 1903, 155,992. All advertisements guaranteed.

Springfield, Republican (435). Aver. 1902, dy. 15,406 (C), Sunday 18,958 (C), w'y. 4,177.

Worcester, Evening Post, daily. Worcester Post Co. Average for 1902, 11,711 (*).

Worcester, L'Opinion Publique, daily. Aver. Jan., 5,180 (*). Only French paper in U. S. on Roll of Honor. R. A. Craig, N. Y. and Chicago.

MICHIGAN.

Adrian, Telegram, dy. D. W. Grandon. Av. for 1902, 1,270 (440). Average for 1903, 2,912 (*).

Detroit, Free Press. Average for 1902, daily 41,952, Sunday 51,260 (450).

Detroit, Times, daily. Detroit Times Co. Average for 1902, 27,657 (450).

Grand Rapids, Evening Press, dy. Average 1902, 27,499 (*). 40,000 guar. daily for 1904.

A Roll of Honor—Continued.

Grand Rapids, Herald. Average daily issue for 1903, 22,224 (*).

Jackson, Citizen, daily. James O'Donnell, pub. Actual average for 1902, 2,887 (461). Average for first six months 1903, 4,323.

Jackson, Press and Patriot. Actual daily average for 1903, 5,649 (*). At. Feb. '04, 6,279.

Kalamazoo, Evening Telegraph. Last six months 1903, dy. 8,856, s.-w. 8,651. Daily aver. December, 1903, 9,069. Guarantees largest and best circulation in the city and surrounding territory.

Kalamazoo, Gazette-News, 1903, daily, 8,671 (*). Guarantees 3,500 more subscribers than any other daily paper published in the city. At. 3 mo's to Jan. 1, 9,276.

Saginaw, Evening News, daily. Average for 1903, 9,848 (473). January, 1904, daily 13,169.

MINNESOTA.

Minneapolis, Farm, Stock and Home, semi-monthly. Actual average 1903, 73,854 (*). Actual average January, 1904, 78,500.

Minneapolis, Farmers' Tribune, twice a-week. W. J. Murphy, pub. Aver. for 1903, 68,636 (*).

Minneapolis, Journal, daily. Journal Printing Co. The Minneapolis Journal's circulation for February averaged 68,900 copies, which goes directly to the homes, consequently the BEST advertising medium in the Northwest.

Northwestern Miller, weekly. Miller Publishing Co. Average for 1902, 4,200 (66) (497).

Minneapolis, N. W. Agriculturist, s.-mo. Feb., '03, 75,168 (498). 75,000 guar'd. S.-c. agate line.

Minneapolis, Svenska Amerikaniska Posten. Swan J. Turnblad, pub. 1903, 49,057 (*).

Minneapolis, The Housekeeper; household monthly. Actual average 1903, 208,250 (*).

Minneapolis Tribune. W. J. Murphy, pub. Est. 1867. Oldest Minneapolis daily. Average for 1903, daily, 66,872 (496); Sunday, 56,550. For 1903, daily average, 72,832; Sunday, 61,074. Daily average, last quarter of 1903, was 71,129; Sunday, 62,924. Daily average for January, 1904, was 79,037.

The only Minneapolis daily listed in **Rosell's American Newspaper Directory** that publishes its circulation over a considerable period down to date in **ROLL OF HONOR**, or elsewhere. The Tribune is the recognized Want Ad Medium of Minneapolis.

Owatonna, Chronicle, semi-w'y. Av. for 1903, 1,896 (*). Owatonna's leading newspaper. Present circulation, 2,100.

St. Paul, Der Wanderer, with ag'l sup., Der Farmer im Westen, w'y. Av. for 1903, 10,500 (*).

St. Paul, Dispatch, d'y. Aver. 1903, 52,944 (*). Present aver. 57,238. **ST. PAUL'S LEADING NEWSPAPER.** W'y aver. 1903, 78,026.

St. Paul, Globe, daily. Globe Co. publishers. Actual average for 1903, 81,541 (*). First 3 mos. 1903, 81,529.

St. Paul, News, d'y. Aver. 1902, 80,619 (505). First 3 mos. 1903, sworn average 84,081 net.

St. Paul, Pioneer-Press, daily average for 1902 84,151, Sunday 80,986 (506).

St. Paul, The Farmer, ag'l., s.-mo. Est. 1882. Sub. 50c. Prof. Th. Shaw, ed. Act. av. year end. Feb. 77,861 (*). Act. present av. 85,000.

Winona, Republican and Herald, daily. Average 1902, 8,202 (512); 1903, 4,044 (*).

Westlicher Herold. Av. 1903, 22,519 (*); Sonntags Winona, 22,111 (*); Volksbl. des Westens, 20,045 (*).

MISSISSIPPI.

Vicksburg, American, daily. In 1902, no issue less than 1,550 (522). In 1903, 1,900 copies.

MISSOURI.

Joplin, Globe, daily. Average for 1903, 10,510 (*). (541). E. Katz, Special Agent, N. Y.

Kansas City, Journal, d'y and w'y. Average for 1902, daily 56,876, weekly 161,100 (541).

Kansas City, Weekly Implement Trade J'n'l. Av. Aug., '02, 9,187 (543). Av. 5 mos. '03, 9,895.

Kansas City, World, daily. Aver. 1902, 62,978 (542). First 2 mos. 1903, aver., sworn, 61,452.

Mexico, American Farm and Orchard, agric. and hort., mo. Actual average for 1902, 4,855 (549). Actual aver. May, June, July, 1903, 15,667.

St. Joseph, Medical Herald, monthly. Medical Herald Co. Average for 1902, 7,475 (567).

St. Joseph, News and Press. Daily aver. for 1903, 50,418 (*). Last 3 mos. 1903, 55,065.

St. Joseph, 300 S. 7th St. Western Fruit Grower, m'y. Aver. for 1902, 25,287 (567). Rate 15c. per line. Circulation 30,000 copies guarant'd.

St. Louis, Medical Brief, mo. J. J. Lawrence, A.M., M.D., ed. and pub. Av. for 1903, 37,950.

National Farmer and Stock Grower, mo. Av. 12 mos. end. Dec., '03, 106,625. 1902, 68,588 (563).

St. Louis, Star. Actual daily average for 1903, 64,378 (*).

St. Louis, The Woman's Magazine, monthly. Women and home. Lewis Pub. Co. Proven average for 1902, 908,838. Actual proven average for first 9 mos. in 1903, 1,115,760. Commencing with Oct., 1903, every issue guaranteed to exceed 1,500,000 copies—full count. Largest circulation of any publication in the world.

MONTANA.

Anaconda, Standard. Daily average for 1903, 10,809 (*). MONTANA'S BEST NEWSPAPER.

Butte, Inter-Mountain, evening. Actual sworn net circulation for 1903, 10,617 (*). Guarantees largest circulation in State of Montana. Sworn net circulation for January, 1904, aver. 14,185.

Helena, Record, evening. Record Publishing Co. Average for 1902, 7,974 (574). Average January 1st to May 31st, 1903, 10,209.

NEBRASKA.

Lincoln, Daily Star. Actual average for 1903, 11,165 (*). January, 1904, 13,225.

Lincoln, Deutsch-Amerikan Farmer, weekly (590). Actual average for 1903, 158,525 (*).

Lincoln, Freie Presse, weekly (590). Actual average for 1903, 159,400 (*).

Lincoln, Nebraska Teacher, monthly. Towne & Crabtree, pub. Average for 1903, 5,810 (*).

Lincoln, Western Medical Review, mo. Av. yr. end. May, 1903, 1,800. In 1902, 1,640 (591).

Omaha, Den Danske Pioneer, w'y. Sophus F. Nebie Pub. Co. Average for 1902, 28,478 (594).

Omaha, News, daily. Aver. for 1902, 32,777 (594). First 3 mos. 1903, sworn aver. 40,055.

NEW HAMPSHIRE.

Franklin Falls, Journal-Transcript, weekly. Twyne & Robie. In 1902, no issue less than 8,400.

Manchester, News, daily. Herb. N. Davison. Average for 1902, 7,500 (600).

Leith & Stuart, N. Y. Rep., 180 Nassau St.

NEW JERSEY.

Asbury Park, Press, d'y. J. L. Kimmonth, pub. Actual average 1903, 8,793 (*). In 1902, 8,556.

Camden, Daily Courier. Est. 1878. Net average circulation for year end. Oct., '03, 6,555 (*).



A Roll of Honor—Continued.

Camden, Post-Telegram. Actual daily average, 1903, 5,798 (*), sworn. Jan., 1904, 5,839.

Elizabeth, Evening Times. Sworn aver. 1902, 3,885 (616). 6 mos. 1903, 4,258.

Elmer, Times, weekly. S. P. Foster. Average for 1903, 2,111 (*).

Hoboken, Observer, daily. Actual average 1902, 18,097 (619); Sept., 1903, 22,751.

Jersey City, Evening Journal, dy. Av. for 1903 19,012 (*). Last 3 months 1903, 20,659.

Newark, Evening News. Evening News Pub. Co. Av. for 1903, 5,896 (*). Sy 16,291 (*).

Newmarket, Advertiser's Guide, mo. Stanley Day, publisher. Average for 1902, 5,041 (623).

Red Bank, Register, weekly. Est. 1878. John H. Cook. Actual average 1902, 2,961 (*).

NEW YORK.

Albany, Journal, evening. Journal Co. Average for 1903, 16,627 (*); December, '03, 17,056.

Albany, Times Union, every evening. Establ. 1856. Average for 1902, 25,294 (635).

Binghamton, Evening Herald, daily. Evening Herald Co. Average for 1903, 11,515 (*).

Buffalo, Courier, morning; Enquirer, evening. W. J. Conners. Average for 1902, morning 48,818, evening 20,401 (641).

Buffalo, Evening News. Dy. av. 1902, 74,234 (641). Smith & Thompson, Rep., N. Y. & Chicago.

Catskill, Recorder, weekly. Harry Hall, editor. 1903 av. 3,408 (*). Av. last 3 mo's, 3,484.

Cortland, Democrat, weekly. F. C. Parsons. Actual average for 1902, 2,228 (647).

Elmira, Ev'g Star. Av. for 1902, 2,255 (651). Guaranteed by affidavit or personal investigation. Leith & Stuart, N. Y. Rep., 150 Nassau St.

Ithaca, News, daily. Ithaca Publishing Co. Average for 1903, 4,380 (*). Av. for Feb., 1904, 4,650. Leith & Stuart, N. Y. Rep., 150 Nassau St.

Le Roy, Gazette, Est. 1826. Av. '03, 2,254 (*). Larg. w'y. circ. Genesee, Orleans & Niagara Cos.

Newburgh, News, dy. Av. for 1903, 4,187 (*). Guaranteed by affidavit or personal investigation.

New York City.

American Engineer, ny. R. M. Van Arsdale, pub. Av. 1903, 5,575 (*). Av. for '04, 4,600.

American Machinist, w'y, machine construe. (Also European ed.) Av. 1902, 18,561 (659) (670).

Amerikanische Schweizer Zeitung, w'y. Swiss Pub. Co., 62 Trinity pl. Av. for 1902, 15,000 (671).

Army & Navy Journal, Est. 1863. Weekly aver. for 1903, 9,026 (*). Present circulation (March 5) 9,429. W. C. & F. P. Church, Pubs.

Automobile Magazine, monthly. Automobile Press. Average for 1902, 5,750 (686).

Baker's Review, monthly. W. R. Gregory Co., publishers. Actual average for 1903, 4,456 (*). Average for last three months 1903, 4,700.

Bensinger's Magazine, family monthly. Bensinger Bros. Average for 1902, 28,479 (686).

Caterer, monthly. Caterer Pub. Co. (Hotels, Clubs, and high-class Rest.). Average for year ending with August, 1902, 5,228 (687).

Cheerful Moments, monthly. Geo. W. Willis Publishing Co. Average for 1902, 208,228 (687).

Clipper, weekly (Theatrical). Frank Queen Pub. Co., Ltd. Aver. for 1902, 26,244 (69) (673).

Delineator, fashion mo. Butterick Pub. Co., Ltd. Est. 1872. Av. 1902, 721,909 (688). Act. av. circ'n for 6 months ending June, 1903, 876,987.

Dry Goods, monthly. Max Jagerhuber, publisher. Actual average for 1903, 4,266 (*).

El Comercio, mo. Spanish export. J. Shepard Clark Co. Average for 1902, 5,875 (689).

Electrical Review, weekly. Electrical Review Pub. Co. Average for 1902, 6,212 (69) (674).

Elite Styles, monthly. Purely fashion. Actual average for 1903, 62,125 (*).

Engineering and Mining Journal, weekly. Est. 1866. Average 1902, 10,009, (69) (674).

Forward, daily. Forward Association. Average for 1902, 81,709 (667).

Haberdasher, mo., est. 1881. Actual average for 1903, 7,166 (*). Binders' affidavit and Post Office receipts distributed monthly to advertisers.

Hardware, semi-monthly. Average for 1902, 8,802 (683); average for 1903, 9,581.

Hardware Dealers' Magazine, monthly. In 1903 no issue less than 17,000 (*). (69).

Junior Toilettes, fashion monthly. Max Jaegerhuber, pub. Actual average 1903, 56,540 (*).

Leslie's Monthly Magazine, New York. Average circulation for the past 12 months (1903), 219,624 (*). Present average circulation 228,278.

Morning Telegraph, daily. Daily Telegraph Co., pub. Average for 1902, 28,228 (668).

Music Trade Review, music trade and art weekly. Aver. for 1902, 5,458 (677).

New Idea Woman's Magazine, fashions, m'y. New Idea Publishing Co. Established 1896. Actual av. circulation for six months ending Dec., 1903, 179,500.

New Thought Magazine, moved to New York City. Average ending January, 1903, 29,289 (183). Average ending December, 1903, 104,977. sworn. The only medium for New Thought people.

Pharmaceutical Era, weekly, pharmacy. D. O. Haynes & Co., pub., 8 Spruce street. (69) (679).

Pocket List of Railroad Officials, qly. Rail'r'd & Transp. Av. '02, 17,696 (708); av. '03, 17,992.

Police Chronicle, weekly. Police Chronicle Pub. Co. Average for 1902, 4,914 (*).

Printers' Ink, weekly. A journal for advertisers, \$5.00 per year. Geo. F. Rowell. Est. 1863. Average for 1902, 11,001 (*). First seven weeks 1904, actual average 12,092.

Railroad Gazette, railroad and engineering weekly. 83 Fulton street. Est. 1866. (69) (680).

The Central Station, monthly. H. C. Cushing, Jr. Av. for year ending May, 1902, 8,488 (687).

The Designer, fashions, monthly. Standard Fashion Co. Established 1894. Actual av. circulation for six months ending December, 1903, 228,528.

The Iron Age, weekly, established 1855 (69) (676). For more than a generation the leading publication in the hardware, iron, machinery and metal trades.

Printers' Ink awarded a sterling silver Sugar Bowl to the Iron Age, inscribed as follows:

"Awarded November 30, 1901, 'by Printers' Ink, the Little Schoolmaster in the Art of Advertising, to the Iron Age, that paper, after a canvassing of merits extending over a period of ten months, having been pronounced the one trade paper in the United States of America that, taken all in all, renders its constituency the best service and best serves its purpose as a medium for communication with a specified class."

The Ladies' World, mo., household. Average net paid circulation, 1903, 450,155 (*).

The New York Times, daily. Adolph S. Ochs, publisher. 1903 A (69) (669).

The World, Actual aver. for 1903, Morn., 278,607 (*), E'g, 257,102 (*). Sy, 228,650 (*).



A Roll of Honor—Continued.

Toilettes, fashion, monthly. Max Jagerhuber, publisher. *Actual average for 1903, 61,800* (*).

Wiltshire's Magazine. Gaylord Wiltshire, ed., 123 E. 33d St. Act. av. ending Sept., 1902, 46,000 (1088). *Actual av. first eight mos., 1903, 100,625*.

Rochester, Case and Comment, mo. Law. Av. for 1902, 50,000 (715); 4 years' average, 80,186.

Schenectady, Gazette, daily. A. N. Liecny. Average for 1902, 9,097 (718). *Actual average for 1903, 11,628* (*).

Syracuse, Evening Herald, daily. Herald Co., pub. 1903, dy. 55,107 (*) *S'y* 55,496 (*).

Utica, National Electrical Contractor, mo. average for 1902, 2,292 (723).

Utica, Press, daily. Otto A. Meyer, publisher. Average for 1902, 12,618 (723).

Warraw, Western New Yorker, weekly. Levi A. Cam. publisher. Average for 1902, 2,468 (734).

Wellsville, Reporter. Only dy. and s.-wy. in Co. Av. 1903, dy. 1,184 (*) *s.-wy.*, 2,955 (*).

Whitehall, Chronicle, weekly. Inglee & Tefft. Average for 1902, 4,182 (736).

NORTH CAROLINA.

Charlotte, Observer. *North Carolina's foremost newspaper.* Act. dy. av. 1903, 5,552 (*) *S'y*, 6,791 (*) *semi-w'y.*, 8,800 (*).

Raleigh, Biblical Recorder, weekly. Average 1903, 8,872 (*).

NORTH DAKOTA.

Grand Forks, Normanden, weekly. Norman-dan Pub. Co. Average for 1903, 5,451 (*).

Herald, dy. Av. for '03, 5,470 (*). *Guarantees 5,600.* *North Dakota's BIGGEST DAILY.* *La Cote & Maxwell, N. Y. Rep.*

Wahpeton, Gazette. Aver. 1903, 1,564 (*). *Largest circ. in Richland County. Home print.*

OHIO.

Akron, Beacon Journal. *D'y av. 1903, 2,208* (700). *La Cote & Maxwell, N. Y., Eastern reps.*

Ashtabula, American Sanomat, w'y. Aug. Edwards. Average for 1902, 8,558 (782).

Cincinnati, Enquirer. Established 1842. Daily (©), Sunday (©) (781). *Beckwith, New York.*

Cincinnati, Mixer and Server, monthly. *Actual average for 1902, 15,088* (764). *Actual average for 1903, 42,625* (*). *Official organ Hotel and Restaurant Employees' Int. Alliance and Bartenders' Int. League of America. WATCH US GROW*

Cincinnati, Phonographic Magazine, mo. Phonog. Institute Co. Av. for 1902, 10,107 (764).

Cincinnati, Trade Review, m'y. Highlands & Highlands. Av. for 1902, 2,554 (765).

Cincinnati, Times-Star, dy. Cincinnati Times-Star Pub. Co. Act. aver. for 1902, 148,018 (761). *Actual average for 1903, 145,164* (*).

Cleveland, Current Anecdotes (Preachers' Mag.), mo. Av. year ending Dec., '03, 15,750.

Cleveland, Tribune, weekly. Tribune Publishing Company. Average for 1903, 30,247 (*).

Columbus, Press, daily, democratic. Press Printing Co. Actual av. for 1902, 24,989 (770).

Dayton, News, dy. News Pub. Co. Average for 1903, 16,407 (*) *February, 1904, 17,887*.

Dayton, Young Catholic Messenger, semi-mo. Geo. A. Pfau. Aver. for 1903, 31,125 (*).

Lancaster, Fairfield Co. Republican. In Aug. ut, '02, no issue less than 1,680 for 2 years (783).

Springfield, Farm and Fireside, agricultural, semi-monthly, est. 1877. *Actual average for 1902, 311,220* (800). *Actual average for first six months, 1903, 340,575*.

Springfield, Woman's Home Companion, household monthly, est. 1873. *Actual av. for 1902, 362,666* (800). *Actual average for first six months, 1903, 355,166*.

Toledo, Medical and Surgical Reporter, mo. *Actual average 1903, 10,088* (*).

OKLAHOMA.

Guthrie, Oklahoma Farmer, wy. *Actual average 1903, 25,020* (*).

Guthrie, Oklahoma State Capital, dy. and wy. *Aver. for 1903, dy. 20,062* (*), *wy. 25,014* (*). *Year ending July 1, '03, dy. 19,968; wy. 22,110*.

OREGON.

Astoria, Lannet. C. C. C. Rosenberg, Finnish, weekly. Average 1903, 1,292 (820).

Portland, Evening Telegram, dy. (ex. Sun). *Sworn cir. '03, 17,648* (*). *In '02, 16,866* (824).

Portland, Pacific Miner, semi-mo. Av. year ending Sept., 1902, 3,208; first 5 mos. 1903, 4,912.

PENNSYLVANIA.

Bellefonte, Centre Democrat, w'y. Chas. R. Kurts, Pub. *Sworn aver. 1903, 3,804* (*).

Chester, Times, w'y. dy. Av. 1903, 8,187 (*) *N. Y. office, 320 B'way. F. R. Northrup, Mgr.*

Connellsville, Courier, daily. *Aver. for 1903, 1,848* (*), *weekly for 1903, 3,090* (*), *daily January-February, 1904, 2,446*.

Erie, Times, daily. *Average for 1903, 11,208* (*). *Feb. 1904, 12,575.* *E. Katz, Sp. Ag., N. Y.*

Harrisburg, Telegraph, dy. *Actual daily aver. 1903, 19,386* (*); *representatives: E. J. Shannon, New York; Chas. A. Allen, Chicago.*

Philadelphia, American Medicine, w'y. Av. for 1902, 19,327 (865). *Av. March, 1903, 16,827*.

The Philadelphia Bulletin's Circulation

The following statement shows the actual circulation of the "The Bulletin" for each day in the month of February, 1904:

1.....	165,875	16	172,378
2.....	164,574	17	186,643
3.....	167,334	18	190,956
4.....	166,334	19	183,927
5.....	167,834	20	183,785
6.....	170,917	21.....	Sunday
7.....	Sunday	22.....	170,609
8.....	272,770	23.....	193,030
9.....	313,464	24.....	187,490
10.....	199,492	25.....	179,199
11.....	199,120	26.....	182,285
12.....	191,043	27.....	183,664
13.....	194,154	28.....	Sunday
14.....	Sunday	29.....	183,104
15.....	194,783		

Total for 35 days, 4,672,267 copies.

NET AVERAGE FOR FEBRUARY,

186,890 copies per day

THE BULLETIN's circulation figures are net; all damaged, unsold, free and returned copies have been omitted.

WM. L. McLEAN, Publisher.

Philadelphia, March 5, 1904.

THE BULLETIN goes daily into more Philadelphia homes than any other medium. THE BULLETIN has by many thousands the largest local circulation of any Philadelphia newspaper.

Philadelphia, Camera, monthly. Frank V. Chambers. Average for 1903, 6,748 (871).

A Roll of Honor—Continued.

Philadelphia, Farm Journal, monthly. Wilmer Atkinson Company, publishers. Average for 1903, 544,676. Printers' Ink awarded the seventh Sugar Bowl to Farm Journal with this inscription:



"Awarded June 25th, 1902, by 'Printers' Ink,' 'The Little Schoolmaster' in the Art of Advertising to the Farm Journal. After canvassing 'of merits extending over a period of half a year, that paper, among all those published in the United States, has been pronounced the one that best serves its purpose as an educator and counselor for the agricultural population, and as an effective and economical medium for communicating with them, through its advertising columns.'"

Philadelphia, Press. Av. circ. over 100,000 daily. Net average for Feb., 1904, 121,061.

Philadelphia, Public Ledger, daily. Adolph S. Ochs, publisher. (C) (365).

Philadelphia, Reformed Church Messenger, w. y. 1306 Arch st. Average for 1903, 8,558 (*).

Philadelphia, Sunday School Times, weekly. Average for 1902, 101,815 (889). Average to July 1, 1903, 108,057. Religious Press Assn., Phila.

Pittsburg, Chronicle-Telegraph. Aver., 1903, 67,842 (876). Sworn statement on application.

Pittsburg, Gazette, d'y and Sun. Aver. d'y 1902, 60,229 (876). Sworn statement on application.

Pittsburg, Labor World, w. y. Av. 1903, 18,088 (*). Reaches best paid class of workmen in U.S.

Pittsburg, Times, daily. Wm. H. Seif, pres. Average for 1903, 64,648 (*). Average first six months 1903, 64,871.

Seranton, Times, every evg. E. J. Lynett. Av. for 1903, 21,604 (*). La Cote & Maxwell, N.Y.

Warren, Forenlog Vannen, Swedish, mo. Av. 1902, 1,541 (889). Circulates Pa., N. Y. and O.

Washington, Reporter, daily. John I. Stewart, gen. mgr. Average for 1903, 5,857 (889).

West Chester, Local News, daily. W. H. Hodgson. Average for 1903, 15,086 (890).

Williamsport, Grit, America's Greatest Weekly. Net paid average 1903, 181,868 (*). Smith & Thompson, Repts., New York and Chicago.

York, Dispatch, daily. Dispatch Publishing Co. Average for 1903, 8,108 (*).

RHODE ISLAND.

Providence, Daily Journal, 16,485 (*)(C)(C), Sunday, 19,892 (*)(C)(C). Evening Bulletin 86,886 (*)(C) av. 1903. Providence Journal Co., pub.

Westerly, Sun. Geo. H. Utter, pub. Average 1903, 4,888 (*). Only daily in So. Rhode Island.

SOUTH CAROLINA.

Anderson, People's Advocate, weekly. G. P. Browne. Aver. 1903, no issue less than 1,750 (*).

Charleston, Evening Post. Actual daily average for 1903, 2,849 (*).

Columbia, State, daily. State Co., publishers. Actual average for 1903, daily, 6,548 (*); semi-weekly, 2,015 (*); Sunday, 2,705 (*).

SOUTH DAKOTA.

Sioux Falls, Argus Leader, Tomlinson & Day, publishers. Actual daily average for 1903, 5,819 (915). Actual daily aver. for 1903, 8,882 (*).

TENNESSEE.

Chattanooga, Southern Fruit Grower, mo. Actual average 1903, 17,555 (*). Rate, 15 cents per line. Average for January, 1904, 19,177.

Gallatin, Semi-weekly News. In 1903 no issue less than 1,850 (923). First 6 mos. 1903, 1,425.

Knoxville, Sentinel, daily. Average 1903, 9,691 (*). 6 mos. '03, 10,165. Feb., '04, 12,278.

Lewisburg, Tribune, semi-weekly. W. M. Carter. Actual average 1903, 1,201 (*).

Memphis, Commercial Appeal, daily, Sunday and weekly. Average 1903, daily 28,989 (*). Sunday 88,080 (*), weekly 77,821 (*), (937). Dec., 1903, dy. 28,989, Sy. 41,470, wy. 81,861.

Memphis, Morning News. Actual daily average for 1903, 17,594 (*); Feb., 1904, av. 19,818.

Nashville, Banner, daily. Av. for year ending Feb., 1903, 16,078 (926). Av. for Oct., 1903, 20,025. Only Nashville d'y eligible to Roll of Honor.

Nashville, Christian Advocate, w. y. Bigham & Smith. Average for 1903, 14,241 (929).

Nashville, Merchant and Manufacturer, Commercial; monthly. Average for nine months ending December, 1903, 5,111 (*).

Nashville, Progressive Teacher and Southw'n School Journal, mo. Av. for 1902, 8,400 (930).

TEXAS.

Dallas, Retail Grocer and Butcher, mo. Julian Capers, publisher. Average for 1902, 1,000 (944).

Denton, Denton Co. Record and Chronicle, w. y. W. C. Edwards. Av. for 1902, 2,744 (945).

El Paso, Herald, daily. Average for 1902, 8,245 (946). J. F. Smart, Direct Representative, 150 Nassau St., New York. In the latest issue of the American Newspaper Directory the circulations of the two daily papers of El Paso, Texas, are rated. No one doubts the accuracy of the HERALD rating, but it has recently been made apparent that the "Times" rating is fraudulent.—PRINTERS' INK, July 23, 1903.

La Porte, Chronicle, weekly. G. E. Koppie, publisher. Average for 1902, 1,429 (954).

Paris, Advocate, d. y. W. N. Furey, pub. Actual average, 1903, 1,527 (*).

Sherman, Democrat. Av., 1903, dy, 1,019 (*); wy., 4,250 (*). Liquor ads excluded. Solicit clean business. 24 years under same management.

UTAH.

Ogden, Standard. Wm. Glassman, pub. Av. for 1902, daily 4,026, semi-weekly 2,061 (970).

VERMONT.

Barre, Times, daily. F. E. Langley. Aver. 1903, 2,710 (*). Last six months 1903, 2,886.

Burlington, Free Press. Actual daily average 1903, 5,566 (*). Circulation examined by 25th of Amer. Ad. Only Vermont paper examined.

Burlington, News. Jos. Auld. Actual daily aver. 1903, 5,046 (*), aver. December 5,886.

VIRGINIA.

Norfolk, Dispatch, daily. Daily average for 1902, 5,095 (985). Actual av. for 1903, 7,488 (*).

Richmond, News Leader, every evening except Sunday. Daily average February 1, 1903, to February 1, 1904, 27,414 (*). The largest circulation between Washington and Atlanta.

WASHINGTON.

Spokane, Saturday Spectator, weekly. Frank Leake. Average for 1902, 5,286 (990).

Tacoma, Daily News, d. y. Av. '02, 12,659 (1000). Av. 7 mos. 1903, 14,014. Saturday issue, 17,222.

Tacoma, Ledger. Dy. av. 1903, 10,956; Sy., 14,195; wy., 2,414 (1001). Av. 7 mos. 1903 exceeds: Dy., 12,500; Sy., 15,500; wy., 8,500. S.C. Beckwith, rep., Tribune Bldg., N.Y. & Chicago

A Roll of Honor—Continued.

WEST VIRGINIA.

Parkersburg, Sentinel, daily. R. G. Hornor, pub. Average for 1902, 2,804 (1009).

Wheeling, News, d'y and S'y. News Pub. Co. Average for 1902, d'y 8,026, S'y 8,305 (1011).

WISCONSIN.

Madison, Amerika, weekly. Amerika Publishing Co. Average for 1902, 9,496 (1036).

Milwaukee, Badger, monthly. Badger Pub. Co. Aver. for year ending March, 85,822 (1032); since October, 60,000. Rate, 30c. a line.

Milwaukee, Evening Wisconsin, d'y. Evg. Wis. Co. (pub. Co. Av. for 1903, 21,981 (*), December, 1903, 25,090; February, 1904, 25,758 (66)).

Milwaukee, Journal, daily. Journal Co., pub. Av. hd. Feb., 1903, 38,504 (*), Feb., 1904, 31,742. Under \$50,000 Bond.

1633 Monadnock Block, Chicago, Jan. 23, 1904. Messrs. E. A. Heaney, Julius Simon, F. K. Esphenhain (the committee): Gentlemen—We have, in accordance with your instructions, examined the circulation of the following daily newspapers for the year ending October 31, 1903.

The Milwaukee Sentinel,
The Free Press,
The Milwaukee Journal,
The Herald,
The Germania-Abend Post.

Detailed reports of each of these papers have been handed you this day. [Upon request The Journal will send a copy of report.]

We also presented ourselves at the offices of THE EVENING WISCONSIN and THE DAILY NEWS in accordance with our instructions; BUT WE WERE DENIED ACCESS TO THEIR BOOKS AND RECORDS.

Yours faithfully,
STUART & YOUNG.

[NOTE.—The publishers of The Evening Wisconsin and The Milwaukee Daily News also refused to allow their records to be examined by the representative of the Association of American Advertisers when requested to do so.]

THE JOURNAL CO.

Oshkosh, Northwestern, daily. Average for 1903, 6,438 (*).

Racine, Journal, daily. Journal Printing Co. Average for 1903, 5,702 (*).

Racine, Wisconsin Agriculturist, weekly. Average for 1902, 27,515 (1050). For 1903, 33,181 (*). Adv. \$2.10 per inch.

Waupaca, Post, weekly. Post Publishing Co. Average for 1902, 2,588 (1044). All home print.

BRITISH COLUMBIA.

Vancouver, Province, daily. W. C. Nichol, publisher. Average for 1902, 6,937 (1051).

Victoria, Colonist, daily. Colonist P. & P. Co. Average for 1902, 3,574 (1051).

MANITOBA, CAN.

Winnipeg, Free Press, daily and weekly. Average for 1903, daily, 18,824 (31); weekly, 18,908 (*). Daily, February, 1904, 24,958.

Winnipeg, Der Nordwesten, German w'y. Av. for 1903, 9,565 (*), only medium in special field.

NOVA SCOTIA, CAN.

Halifax, Herald and Evening Mail. Av. 1902, 8,571. Av. 1903, 9,941 (*). Dec., 1903, 11,878.

ONTARIO, CAN.

Toronto, Canadian Implement and Vehicle Trade, monthly. Average for 1903, 5,875 (*).

Toronto, Star, daily. Average for 1903, 29,971 (*). January, 1904, 26,841.

QUEBEC, CAN.

Montreal, Herald, daily. Est. 1808. Actual average for 1903, 22,515 (*).

Montreal, La Presse, Trefle Berthiaume, publisher. Actual average 1902, daily 70,490. Average to Sept. 1st, 1903, 75,075 (1093).

Montreal, Star, dy. & wy. Graham & Co. Av. for '02, dy. 55,079, wy. 121,418 (1093). Sizmos. end. May 31, '03, dy. av. 55,147, wy. 122,157.

IT WOULD COST \$3.00 FOR ONE TIME.

You are now represented in the Roll of Honor. The writer knows from actual experience with advertisers that they consider the Roll of Honor as the most important and the most practical step in scientific advertising.

* * *

And the chief reason is that the Roll of Honor—based upon the system of the American Newspaper Directory—brings circulation ratings right up to date, either for a week or a month or a quarter just past.

* * *

There is no waste in Roll of Honor advertising, and no one is permitted to advertise in the Roll of Honor who is not a member of the Roll of Honor.

* * *

If you had one inch extra space following your advertisement in the Roll of Honor, making 15 lines, about 90 words, it would cost you three dollars for a one-time insertion, less 5 per cent should you care to pay for it when sending order and copy. Ninety words can tell a great deal if properly chosen, and maybe your paper is one that has a short story to tell. Sentences or figures in full-face black type will be allowed.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Issued every Wednesday. Subscription price, five dollars a year, in advance. Ten cents a copy. Six dollars a hundred.

ADVERTISING RATES:

Classified advertisements, Advertising Agents and Want Ad Mediums, set in pearl, beginning with a two-line initial letter, but containing no other type larger than pearl, 10 cents a line, \$30 a page.

Displayed advertisements 20 cents a line, pearl measure, 15 lines to the inch (\$3); 200 lines to the page (\$60).

For specified position (if granted), 25 per cent additional.

For position (full page) first on first or last on last cover, double price.

For inside of cover pages or first advertisement on a right-hand page (full pages) or for the central double pages printed across the centre margin, 50 per cent additional.

On time contracts the last copy is repeated when new copy fails to come to hand one week in advance of day of publication.

Contracts by the month, quarter or year may be discontinued at the pleasure of the advertiser, and space used paid for *pro rata*.

Two lines smallest advertisement taken. Six words make a line.

Everything appearing as reading matter is inserted free.

Advertisers to the amount of \$10 are entitled to a free subscription for one year.

CHARLES J. ZINGG,

Business Manager and Managing Editor.

OFFICES: NO. 10 SPRUCE ST.

London Agent, F.W. Sears, 50-52 Ludgate Hill, E.C.

NEW YORK, MARCH 23, 1904.

"MONEY BACK."

"Money back" as a policy to be applied to advertisers is making steady advances with publishers. It is not too much to predict, perhaps, that every medium of great circulation will come to it in time, for the value of advertising space in a publication that ruthlessly weeds out questionable advertisers is so great that admission to its columns confers almost a commercial rating.

The "money back" policy began many years ago with that elderly farm paper, the *American Agriculturist*, according to the best authorities on the subject. In 1842 the *American Agriculturist* was launched as the "house organ" of a New York seed firm. Orange Judd was its editor. After running a year the little paper acquired quite a list of subscribers, but the seed house found it expensive and proposed to discontinue publication. Orange Judd then proposed to buy the journal, and to-day there hangs in the New York office of the Orange Judd Co. a receipt for

\$250, the consideration for the type, subscribers and good will of what has since grown into a \$500,000 corporation. When advertisements were admitted great care was exercised to take only those from responsible firms. By some means the advertisement of a fertilizer that was not all it should have been was admitted, and Orange Judd announced in his columns that any reader who considered himself defrauded through that advertisement could have his money back from the *American Agriculturist* on his simple statement. That was the foundation of the "money back" policy. Wilmer Atkinson, of the *Farm Journal*, adopted it from Orange Judd, it is said. Cyrus Curtis got the idea from Wilmer Atkinson. John Adams Thayer discovered it while working on the *Ladies' Home Journal*. And so it has grown.

"Money back" sometimes kicks two ways. Those who take satisfaction in the knowledge that the swindling advertiser is kept out of reputable publications seldom stop to reflect that the great American public is capable of ways that are dark and tricks that are vain, to say nothing of its capacity to innocently miscomprehend. Some time ago a man out West ordered a mattress from an ad in the *Ladies' Home Journal*, and after sleeping on it thirty nights sent it back, collect, with a demand for his money. This angered the mattress people, for no good reasons were given, and they refused to refund. The case was brought to the attention of Mr. Spaulding, and he told the mattress firm that if they couldn't conscientiously refund, the magazine would, simply for the sake of peace in the family. So the mattress company did the handsome and expensive thing.

Another instance in which an advertiser's good name cost good money was that of Jos. Horn & Son, the Pittsburg store. A lot of sealskin cloaks came into the firm's hands to be closed out at a tempting price, and they were advertised

in one of the magazines. The price was \$200. It was plainly stated that there was a certain number of cloaks, and that no more could be furnished when the lot had been sold. The ad moved the cloaks in short order, and was soon forgotten. But five or six months after a woman in California found an old copy of the magazine and promptly mailed an order, with her check for \$200. She had no claim on the firm, of course, and should have paid more attention to the statements in the advertisement. After a consultation, however, it was decided that she would be pretty keenly disappointed if her check was returned. So a seal cloak that cost considerably more than \$200, but which tallied with the description in the ad, was sent to her by express.

* * *

The first daily newspaper has yet to adopt the "money back" policy. In recent issues of the *New York Times*, however, have appeared short announcements to readers in which their help is asked in excluding questionable advertising from the paper, and it is promised that any information furnished about advertisers or business houses will be treated confidentially. So the dailies may come to it eventually.

THE country weeklies comprised in the Chicago Newspaper Union lists are catalogued in a new booklet. More than 1,400 papers are given, with a map showing their location. Circulation is largely centered in Ohio, Indiana, Michigan, Illinois, Wisconsin, Missouri, Iowa, Minnesota, Nebraska and South Dakota, divided as follows: Chicago Newspaper Union, 438 papers; Standard Newspaper Union, 103 papers; Fort Wayne Newspaper Union, 197 papers; Sioux City Newspaper Union, 218 papers; Milwaukee Newspaper Union, 117 papers; Wisconsin Publishers' Union, 37 papers; Indiana Newspaper Union, 88 papers; Sioux City Independent Union, 197 papers; Nebraska Newspaper Union, 65 papers.

THE stationery of the Boston *Globe* bears these words: "The *Globe* has by far the largest circulation in New England. Its advertising rates, circulation considered, are the lowest in the United States." The *Globe* is one of those papers, the Little Schoolmaster asserts, which no general or mail order advertiser can afford to overlook. The *Globe* is first of all a newspaper in the best sense of the word, and the people buy and read the *Globe* purely on its merits as a newspaper.

ENTERPRISING liquor houses in Louisville, Ky., solicit mail orders, securing names by writing to prominent men in small towns and asking them for lists of their fellow citizens who use whiskey. If any persons on such a list purchase from the company the prominent citizen who sent in the name gets a commission. Some time ago a merchant in Red Wing, Minn., received such a request, says the *St. Paul Dispatch*, and as a practical joke filled out the blank with names of total abstainers, never known to take a drink of liquor or tolerate it in their homes. The business man had forgotten the incident when, one day recently, he received a check for \$14, accompanied by a letter from the Kentucky firm stating that the money represented commissions on liquor sold the people on the list he had submitted.

ZOOLOGY VS. BUGOLOGY IN THE PINE TREE STATE.

Mr. George Sweet Singer, a citizen of Maine, expresses the following opinion of the editor of the *Damariscotta Herald*:

"My great mistake in dealing with him was in not realizing that a skunk is always best let alone. We have no other such offensive skunk in Maine, although I am sometimes said to be a close second. We have bedbugs in some places, mosquitoes and other disagreeable insects, but he is a bug entirely beyond classification."

PAYNE & YOUNG

TO REPRESENT

The Lincoln (Neb.) Star

PAYNE & YOUNG, Special Agents, of 587 Trust Society Building, New York, and 904 Marquette Building, Chicago, have been appointed sole representatives for foreign business of the LINCOLN DAILY STAR, Lincoln, Neb. STAR PUBLISHING COMPANY.
March 1, 1904.

THE first annual dinner of the American Periodical Publishers' Association will be given on April 7, 1904, at Washington, D. C.

THE *Iron Age* published several interesting technical articles showing the effect of the Baltimore fire on steel structures directly after that event. The demand was so great as to exhaust the editions, and the articles have been reprinted in pamphlet form.

THE *Medical World*, published in Philadelphia, issues a schedule showing the distribution of its circulation by States. An average monthly issue of 35,000 copies is now asserted, of which 27,951 are said to be subscribers. C. F. Taylor, M. D., is editor and publisher of the *Medical World*, and it is eligible for entry to the Roll of Honor, being credited with an average issue of 29,400 copies for 1902 in the 1903 issue of the American Newspaper Directory.

W. ATLEE BURPEE'S seed annual for the current year is a book of 178 pages, handsomely illustrated and of a more convenient size than the regulation seed catalogue. Each copy is accompanied by a list of prize-winners in Burpee's annual competition at State and County fairs. Each year this Philadelphia house offers substantial cash prizes at fairs throughout the country for the finest flowers and vegetables grown from Burpee seed, awards being made by the fair judges.

THE firm of Thomas Meehan & Sons, Germantown, Philadelphia, is fifty years old, and the event is marked with a handsome catalogue of 136 pages. Thomas Meehan & Sons are perhaps the most widely known nurserymen and landscape gardeners in the United States, and their advertising matter is always distinctive. The present volume shows a very complete line of shrubs, fruit trees, ornamental trees and hardy flowers, many of which are shown in tasteful landscape photographs that are as far as possible from the hackneyed "cuts" of the conventional seedsman's catalogue.

THE old Bruce Type Foundry, established in New York seventy-five years, has recently had an accession of new blood and issues the first number of a business periodical called the *Printers' Cabinet* in its own interest. The publication is handsomely printed, and of high editorial tone. Specimen pages of type, many in color, will be instructive to advertisers, suggesting new type arrangements.

Two booklets about life insurance from C. J. Zippel, insurance broker, 46 Cedar street, New York, are of questionable advertising value. First, they openly attack the methods and policies of three of the most prominent companies in the United States. Second, they are so extremely technical that the average reader can hardly understand the defects that Mr. Zippel alleges in the policies of the companies attacked—Equitable, Mutual and New York Life—or what better proposition he has to offer on his own behalf. It is evident that he has an interesting advertising story, but it is not told to the best advantage in these booklets.

THE Baltimore fire furnished great advertising material for safe deposit companies, for it was shown that a great number of office safes proved ineffective in the prodigious heat, though they might have stood an ordinary fire. Clippings from Baltimore papers were combined in a neat booklet by the Cleveland Trust Company, Cleveland, showing that between sixty and seventy per cent of the portable "fireproof" safes taken from the ruins of the Portland, Chicago and Boston conflagrations were found with contents totally destroyed, while it is said that only a small percentage of such safes survived the Baltimore disaster. Many that seemed in good condition were found completely destroyed inside, even wooden shelving being reduced to charcoal. The contents of a large number were immediately consumed upon exposure to the air, and in some instances safes burst into flames after cooling two weeks.

THE *Congregationalist*, Boston, inaugurates a household number with the issue of March 19. Besides the regular weekly features it contains several additional pages of matter on domestic science and economy.

THE *Ohio State Journal*, Columbus, asserts a daily average of 28,781 copies for February. An interesting map shows its position in a section of Ohio that has eighteen evening papers, the *State Journal* being the only morning paper in this territory. The paper is entitled to entry in the Roll of Honor, daily, Sunday and semi-weekly issues.

MR. JOHN ALLEN, a Montreal advertising man, finds fault with the American Newspaper Directory for not being more exacting in its demands concerning circulation statements, and the American Advertisers' Association takes the same view; but while only one paper out of every two can be induced to give the Directory editor the information he needs, and out of 20,000 papers the A. A. A. has succeeded in getting a satisfactory report from less than 200 after six years' effort, it would seem that Mr. Allen should be patient for a time. Thirty years ago one paper in twenty would tell how many copies it printed. Now ten out of twenty will do so. Out of the entire 20,000 there may be ten that are willing and able to give as exact information as Mr. Allen wishes for; but PRINTERS' INK doubts if the said Allen can name so many as six.

DURING the fifteen weeks ending February 1 the *Enquirer*, Oakland, Cal., secured more than 2,000 new subscribers, according to the statements of its publisher. The paper's circulation averages are published in a recent folder. The *Enquirer* is eligible to the Roll of Honor.

THE editor of the American Newspaper Directory has more than once attempted to induce the American Newspaper Publishers' Association to appoint a committee with whom he might confer and arrive at an authoritative definition of what is meant by newspaper circulation. He has maintained that the circulation of a newspaper is the average number of copies printed for each issue during an entire year that has passed. Many newspaper men appear to have the opinion that the circulation is the number of copies printed on the particular day when more copies were printed than were ever printed on any other day. It would appear that that is the circulation view taken by the publisher of the *New York Journal*; for no more definite information on the subject has ever been known to proceed from him. The *New York* papers generally are very shy about giving such information as the Directory editor thinks he ought to have, and it is probable that the majority of the members of the American Newspaper Publishers' Association are quite as ticklish on the subject as Mr. Hearst's managers appear to be.

Direct Testimony.

I certainly believe that our name appearing in the Roll of Honor has brought us contracts which we would not have received otherwise.

SCOTT LAIRD, Manager,

Winona, Minn., Republican and Herald.

March 11, 1904.

THE Boston *Traveler* asserts on its stationery that it has the largest evening circulation in New England. The *Traveler* was established in 1824, and at no time has it been as much of a good newspaper as under the present management.

THE publisher of the New York *Globe* announces that the daily average of that paper during February was 88,512 copies, and that 90,972 was the average for the last six days of the month. This represents net circulation—copies actually sold. A new rate card will go into effect May 1.

THE latest advertising novelty of the Northern Trust Company, Chicago, is a "midget directory" of that city, containing names and addresses of city officials, location of public and semi-public buildings, street guide and similar information. It has been adopted as official by the Chicago police and fire departments.

FRANK F. PEARD, the hustling business manager of the Baltimore *Herald*, has given up his work as secretary of the Smith Premier Typewriter Co. and sold his interest in the F. F. Peard Advertising Agency, Baltimore, in order to give his whole attention to his paper. The Nolley agency, Baltimore, will handle the business that was placed through the Peard concern.

"WHY People Disbelieve" the Newspapers" is an interesting article by Edward Bok in the March *World's Work*. Mr. Bok charges American daily papers with disregard of the truth, and cites newspaper stories to prove his charges. The third of the interesting articles dealing with the United States Post Office is a paper by M. G. Cuniff, of the *World's Work* editorial staff, in which he shows that the United States not only pays more for railway transportation of the mails than all other countries combined, but that the express companies pay only half what the Post Office does, and the schedule of railroad rates for mail has not been changed since 1873.

MR. L. W. MARSHALL, of Brooklyn, N. Y., has been appointed Western manager of the New York *Electrical Review*, with headquarters in Chicago.

THE Chicago *Tribune* gained more advertising in January and February than any paper in that city, according to its own showing. The number of columns printed in January was 1,856, against 1,817 for the same month of 1903. In February the total was 1,697, as against 1,657 for the previous year.

THE editor of Rowell's American Newspaper Directory has made frequent efforts to induce the American Newspaper Publishers' Association to appoint a committee who should have authority to act for that association in conference on questions having to do with circulation—what it is, how constituted, how measured, how expressed—but always without success. Half a dozen members, such as the Chicago *News*, Indianapolis *News* and Washington *Star*, are willing to tell everything: but a majority think their circulation nobody's business but their own.

G. P. SNYDER & Co. have opened a new shoe store at 1227 Chestnut street, Philadelphia, the interior of which is designed as a reception room in which are desks and stationery, toilet for the ladies, telephone service and upholstered chairs. The shelves are of green-tinted woods, the upper shelves protruding and supported by oaken gargoyles symbolical of the "old shoemaker." Benches eight feet in length and upholstered in stained Mexican leather form an aisle. There are floor mirrors and iron rests for the convenience of customers. The windows are double octagons finished in Flemish oak, in which are hung prism lights resembling a ball of fire. The floor is polished wood, covered by Persian rugs, and the ceiling light consists of large prisms supported by chains of bronze. Large space is used in the newspapers, the predominating feature of each advertisement being attractive display and white space.

THE Arena, originally founded in Boston by B. O. Flower, but latterly published in New York, has been purchased by Albert Brandt, and will again come under the editorial supervision of Mr. Flower.

THE Associated Dailies of Connecticut, first discussed a few weeks ago at an informal meeting in New Haven, has been regularly organized with the following officers: President, J. M. Emerson, *Ansonia Sentinel*; vice-president, G. W. Hills, *Bridgeport Telegram Union*; treasurer, Alexander Troup, *New Haven Union*; secretary, F. E. Sands, *Meriden Journal*; executive committee, J. M. Emerson, A. Troup, F. E. Sands, E. E. Smith, *Meriden Record*; W. J. Pape, *Waterbury Republican*; John Day Jackson, *New Haven Register*, and Theodore Bodenwein, *New London Day and Telegraph*.

For the convenience of authors a little volume entitled "Of the Making of a Book" has been issued by the literary department of D. Appleton & Co., the New York publishers. It tells in brief compass how to prepare manuscript and illustrations for a book, how the type is set, how the proofs are sent to the author for revision, and how to read them, and what sort of marks to make on them. A short chapter on advertising the finished book closes the volume, telling the author what kind of biographical information to furnish for the festive press notice, and how to write personal anecdotes that will be interesting and approximately true.

THE American Newspaper Publishers' Association at its recent convention passed resolutions asking Congress to investigate the state of the paper trade. This has been followed by a resolution, introduced in the House of Representatives by Congressman Lilley of Connecticut, asking the Secretary of Commerce and Labor to investigate the causes of the present high prices of wood pulp paper.

THE latest handbook of the "Good Luck Papers" is, as usual, a model of the sort of advertising that publishers ought to send out on behalf of their mediums. Territory first—where it is, what it makes and owns and buys, what the people are and do. Papers second—*St. Paul News*, *Omaha News*, *Des Moines News*, *Minneapolis News* and *Kansas City World*, with statistics of circulation and advertising in no equivocal terms. Men behind the papers third—both business and editorial end. Fourth—opinions from general advertisers in the shape of facsimile letters. All this arranged in a compact, getatable way, with a touch of human interest to liven statistics and a touch of statistics to prove the human interest. The latest addition to this combination, the *Minneapolis News*, founded last August, is now an assured enterprise. The circulation, which cannot be published in the Roll of Honor until a full year has elapsed, is stated as nearly 12,000 daily average for the month of January, all in the city of Minneapolis. The other four papers are in the Roll of Honor.

Address all correspondence, payments, orders and copy for advertisements in PRINTERS' INK to the Business Manager of PRINTERS' INK.

"The man who can't use advertising in his business has no business to be in business—and generally isn't," says a blotter from the Rice-Older Press, Flint, Mich.

A RECENT addition to the Wanamaker page is this characteristic Wanamakerism:

Weather to-day Fair (or whatever it happens to promise). Exclusive of typographical errors, this is the only statement in our advertisement not guaranteed to be accurate, because we are dependent upon the last report of the Government Weather Bureau prior to this page going to press.

This is printed at the top of the page every morning.

PROOFREADING is one of the advertising man's chief responsibilities, and the duty that he is least inclined to shirk if he knows its importance. Not long ago an expensive booklet for a New York firm was finally brought home from the printer after more than a month's care in compiling and watching for errors. The copy uppermost on the very first bundle of the finished booklets showed that the advertiser's address had been carefully omitted. This is a common error. Typographical errors in prices must also be guarded against, and double meanings in language. It is difficult to say anything in English without saying something else. Sometimes these errors do not come to light until the booklet, catalogue or ad is in the readers' hands. Absolutely correct proofreading is humanly impossible, and one's best efforts can only be directed to decreasing the probable number of errors. Perhaps the most perfect printing possible is that of the English Bible printed by the Oxford University Press, in England. For many years there has been a standing reward of a guinea (\$5) for every error discovered in any edition of the Bible printed by this press in recent times. During the past twenty years, however, this reward has been paid in only three instances, though millions of copies of the Bible in various editions have been produced. The advertising man who has tried to get one modest little booklet right, and failed, can realize what a performance this is.

MILTON ROBLEE publishes the first number of the *Hotel Belleclaire Weekly*, a seventy-two page periodical filled with information about his new uptown hostelry. Besides standing items regarding New York City it contains the week's musical programme, short sketches of guests and employees, "Belleclairettes" and miscellany. The spirits and health of Milton Roblee are over it all—and in the Little Schoolmaster's opinion Milton writes stuff that's a dinged sight more human than any production of his illustrious namesake.

Successful Advertising How to Accomplish It.

A Book for Retailers and
Young Men who Begin
the Study of Advertising.

Price \$2.00

Where the usual volume on retail advertising quotes stale advertising phrases and gives hackneyed specimens, Mr. MacDonald's book searches out the inner advertising principles of each business, and sets it forth clearly and briefly. His matter all through the book is distinguished for compactness and clarity, and is written in a sprightly, forceful way.

The above book will be sent postpaid to any address upon receipt of two dollars. Address Business Manager, Printers' Ink, 10 Spruce St., New York

CIRCULATION

Over Half a Million

***The sworn average weekly (7 days)
issue of The Daily and Sunday***

PITTSBURG

PRESS

***for Twelve Months, Ending
Dec. 31, 1903,***

553,345

Consuming Over

\$236,248

Worth of White Paper in 1903.

The Press far exceeds the circulation of
any other Daily and Sunday newspaper in
Western Pennsylvania.

O. S. HERSHMAN, President and Publisher.
H. C. MILHOLLAND, Business and Adv'g Mgr.

C. J. BILLSON, Representative Foreign Advertising,
Tribune Building, New York-Chicago.

WEEKLY AD CONTEST.

FOURTH WEEK.

In response to the weekly ad

The one here reproduced was deemed best of all submitted. It was sent in by John H. Sinberg, c. o. *Record*, Philadelphia, and it

The Wanamaker Store

The "MASHIE"

Our New Stetson Soft
Hat for Young Men

This new Soft Hat was designed by us for young men—college men particularly—and made according to our specifications by the John B. Stetson-Company.



It is the ideal Spring and Summer hat, for golfing, riding, and all sorts of outdoor pastimes. Light as a feather, splendidly made, and intended to be rolled up and stuffed into the pocket, or carried in a grip without hurting it; giving ample protection, by its broad brim, from the sun and rain—it is certain to be popular.

It may be worn in any one of three ways—creased, telescoped or with four dents in the crown, as shown in illustration. Made of soft, fine felt, in black, pearl and a new shade of fawn made especially for the "Mashie." Sold exclusively by us, at \$3.50.

Meh's Hat Store—Second floor, Ninth street.

JOHN WANAMAKER

Formerly A. T. Stewart & Co.

Broadway, 4th ave., 9th and 10th sts.

contest eighty-nine advertisements appeared in the New York *Sun* were received in time for report for March 11, 1904. A coupon in this issue of PRINTERS' INK. was mailed to Mr. Sinberg as pro-

vided in the conditions which govern this contest, viz.: Any reader may send an ad which he or she notices in any periodical for entry. Reasonable care should be exercised to send what seem to be good advertisements. Each week one ad will be chosen which is thought to be superior to every other submitted in the same week. The ad so selected will be reproduced in **PRINTERS' INK**, if possible, and the name of the sender, together with the name and date of the paper in which it had insertion, will also be stated. A coupon, good for a year's subscription to **PRINTERS' INK**, will be sent to the person who sends the best ad each week. Advertisements coming within the sense of this contest should preferably be announcements of some retail business. Patent medicine ads are barred. The sender must give his own name and the name and date of the paper in which the ad had insertion. Beyond these general instructions, the editor of **PRINTERS' INK** leaves competitors as wide a margin as possible in choosing their ads, but he would like to receive advertisements from local merchants: jewelers, shoe dealers, opticians, tailors, grocers, clothiers, barbers, undertakers, real estate, banks, haberdashers, hardware dealers, etc. One of the objects of this contest is to interest local merchants in good advertising.

Suggestions from pupils of **PRINTERS' INK** are always welcome. A correspondent writes:

BROOKLYN, N. Y., March 12, 1904.

Editor of **PRINTERS' INK**:

I am much interested in your weekly ad contest. I think it one of the many good features of **PRINTERS' INK** that make it valuable to a young student of advertising. In the conditions of the contest you say patent medicine advertisements are barred from entry. Would you mind telling why you make this condition? I believe there must be a reason, or else you would not say so. Yours truly,

ANNE F. MERRIAM.

A principal object of the weekly ad contest is to interest retail merchants and others who need help in producing good advertisements. The majority of patent medicine ads are prepared by experienced adwriters, who are less in need of advice than local merchants. It was feared that when such excel-

lent patent medicine advertisements as, for instance, Scott's Emulsion or Dr. Pierce's remedies were admitted they would carry off the weekly prizes every time and defeat one of the objects of this contest.

LIVINGSTONS' DEPARTMENT STORE.

BEDFORD, IND., March 7, 1904.

Editor of **PRINTERS' INK**:

There are two papers in this town of about equal circulation, viz.: the *Mail* and the *Democrat*. The proprietors of the *Mail* are very unaccommodating fellows and very disagreeable people to do business with. We have been using equal space in both papers. One of the largest dry goods merchants here feels exactly as we do, and both of us would rather double our space in the *Democrat* and cut out of the *Mail* entirely. We feel that if a couple of the leading advertisers, such as we are, let our ads drop in the *Mail* people will soon find out that we are in the *Democrat* and will switch accordingly. In real value to the people one paper is about as good as the other. This is by no means a boycott proposition, only the proprietors of the *Mail* are such purely unobliging fellows that we hate to have to favor them with any of our business. At one time we thought of starting a "store paper" in order to be independent. They will never favor a man with a desired position, and in other ways make make themselves very obnoxious.

Would you advise continuing ads in their paper, or withdrawing and doubling space in the *Democrat*?

Will await your views with interest.

Faithfully,

D. H. LIVINGSTON.

Both papers mentioned above have a JKL rating in the American Newspaper Directory for 1903, which means that either is not supposed to print in excess of 1,000 copies per issue. The *Democrat* is a morning paper, the *Mail* a Republican evening paper. Whether the *Mail* ought to be dropped in this case depends wholly on local conditions. It is, however, not wise to drop a paper because its proprietor is exacting or seemingly arbitrary. On the other hand, Mr. Livingston might never know the difference if he stayed out of the *Mail* for a whole year.

Nerve is often worth more than knowledge in advertising. Makes no difference how much money a man may have or how good his business and his plans may be, when his nerve deserts him, the battle is lost.

The man who takes nothing for granted seldom makes mistakes. Seeing things with your naked eyes is better proof to you than the evidence of a dozen men who've seen them through microscopes.

THE MEDICAL BRIEF, OF ST. LOUIS.

The most widely circulated medical publication in the United States, according to the American Newspaper Directory, is the *Medical Brief*, published at St. Louis. In the 1903 issue of the Directory are listed 217 publications under "Medicine." Of these 46 have figure ratings, while 169 have letter ratings, of which 87 are JKL, or less than 1,000 copies per issue. The *Medical Brief* is credited with 33,053 copies per month for the year 1902, and its publisher's statement to the Roll of Honor shows a monthly average of 37,950 for 1903. As there are but 100,000 practicing physicians in the United States, this seems a large circulation. The publisher of the *Medical Brief*, Dr. J. J. Lawrence, although still a resident of St. Louis, has built a fine house in "millionaires' row" at Fifth avenue and Eighty-ninth street, New York. He is the owner of more than \$1,000,000 worth of St. Louis and New York real estate, is a director in the Louisiana Purchase Exposition, and for thirty years has been a leading citizen of St. Louis. His whole fortune was made out of his publication and real estate investments. To a PRINTERS' INK reporter who called on him at his New York office, at Astor Court Building, he talked freely of his journal.

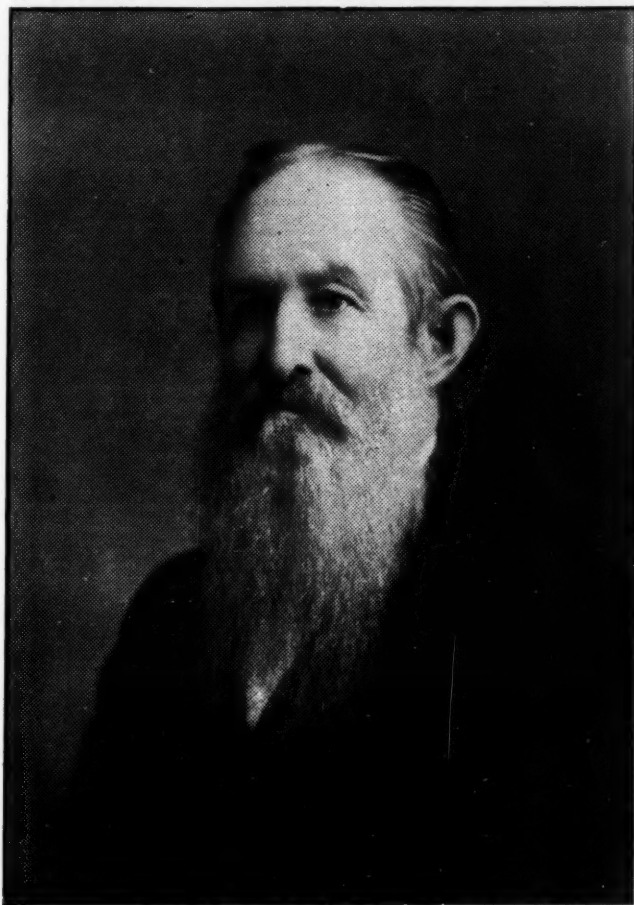
"I founded the *Medical Brief* in 1873, at a time when all the medical journals in this country were advocates of some special school of medicine. It was my idea that doctors ought to be independent thinkers, profiting by all the schools and following none absolutely. The *Medical Brief* took slowly at first, but gained ground year by year, until it became an institution with the doctors. Today we claim that it has the largest paid circulation of any medical journal published anywhere, and this claim remains undisputed. We have more readers in this country than any other medical journal, and in England we have probably as many readers as any English

medical journal. Several features make the *Brief* attractive to doctors. The subscription price is moderate—one dollar. It contains a great deal of practical information, the reading pages aggregating eighty or more a month. Its articles are by the very best men in the profession both in this country and in Europe, and they are condensed, so that the busy doctor can get the most information in the least time. We publish not one single line of news, nor anything about medical societies. I believe that doctors are not interested in the parliamentary proceedings of medical associations, but want information that will be of service in their everyday practice. Last, the editorial pages of the journal have not only been broad in their attitude toward medicine, but have treated many subjects outside of therapeutics. I have either written or dictated every editorial that has been published since the journal was founded. They give the *Medical Brief* a personality. I write on politics and other general subjects that I think will interest the doctors. The whole keynote of the editorial pages is: 'Be broad; learn from everybody, but don't follow anybody; be a thinker, not a faddist; be independent; be yourself.'

"These are the features that give the journal its individuality, and by following the one policy for more than thirty years I have secured a large body of permanent readers. Any publisher may do the same by following one line, for there is a tremendous effect to cumulative force. The readers of the *Medical Brief* are doctors who read other medical journals. We encourage them to read as many as possible. I have often said that it is the doctor who takes one medical journal or none at all that we can't do anything with. The doctor who takes several journals is always ready to subscribe to another good journal.

"I have always made a point of telling my circulation, proving it by post office receipts, and this has been thoroughly helpful in securing advertising. The advertisement of

Fellows' Hypophosphites has appeared on the back cover of the *Brief* every issue for twenty-five years, and the first inner page has been occupied for as long a period by the advertisements of Battle & the injunction, 'Every physician should see that his patient gets exactly what is prescribed—no just as good allowed.' I believe in trademarked goods of every kind, because the manufacturer who puts



DR. J. J. LAWRENCE, Publisher *Medical Brief*.

Co., the St. Louis chemical house. I have maintained invariable card rates for advertising also, and find it the only fair system. The *Medical Brief* has always been an advocate of trademarked goods, printing on its advertising pages his name and trademark on a commodity will make that commodity as good as possible in the interest of his reputation. When the heating apparatus was installed in my New York home the contractor put in radiators that bore no sign of

trademark or maker's name. After being used a short time they cracked, and had to be discarded. The trademark is one of the greatest safeguards conceivable for the general public, let the article be what it may. It makes for honest goods, and I have consistently supported it in editorials, not only in application to remedies and pharmaceuticals, but to all things one buys. It's the quality of the goods that wins—not the advertising or trademark. Advertising will introduce an article, but its sale can only be maintained on its merits alone. My advice to advertisers is always, 'Be sure you have a good thing before you advertise.'

"The *Medical Brief* now has an excess of 40,000 copies each issue and is growing faster than at any period of its history. Not more than 5 per cent of this circulation is composed of sample copies. The journal goes wherever there are English-speaking physicians. Our European list is large, and we have a particularly fine showing in Great Britain, because subscription men are sustained there. Indeed, much of our circulation is due to active solicitation. In the pages of the *Medical Brief* each month appear articles by the leading physicians and surgeons in Great Britain, but the journal circulates among all English-reading doctors in all countries, because it is not local or circumscribed in its contents."

A HONOLULU AGENCY.

HONOLULU, Feb. 27, 1904.

Editor of PRINTERS' INK.

Your issue of February 10 came to hand just as I was trying the impossible in getting up a list of advertising agents in the United States from advertisements in the various advertising journals, and, coming as it did, this one number is worth the price of a year's subscription to me.

In looking over the list, however, I fail to find my name, and I thought that it might be interesting to you to know that there is an established agency in Hawaii. Besides handling regular newspaper advertising, I frequently get out booklets and catalogues.

Yours truly,

PIONEER ADVERTISING CO.

Chas. R. Frazier, Prop.

If you want a good crop of potatoes, you must cultivate your field, likewise you must cultivate your advertising field for good results.

IN MILWAUKEE.

MILWAUKEE, March 12, 1904.

Editor of PRINTERS' INK.

The Milwaukee *Journal* is spending some time and money, and some "hot air," in publishing the result of an examination of the circulation books of that yellow sheet. Observe how quickly a little truth will blow the "hot air" to the wind! The Merchants' Committee asking for the examination consisted of six firms of local advertisers: Gimbel Brothers, The Boston Store, Espenhain & Co., Barrett & Co., Waldheim & Co., and Hartman & Co. The examination of the books of the *Journal* was made last October. The examination convinced nobody, and changed no opinions regarding the *Journal*.

The Boston Store (of which Julius Simon, chairman of the Merchants' Committee, is proprietor) is the second largest advertiser in Milwaukee, and does not use the *Journal*. Gimbel Brothers renewed on March 1st the fifteenth annual contract with the *Evening Wisconsin*—the largest on our books. These firms are under contract for the past without intermission for about \$20,000 per year. The examination of the books of the *Journal* made not one penny difference with the *Wisconsin*.

What need is there to say more?

Yours very truly,

THE EVENING WISCONSIN CO.

A. J. AIKENS, Gen'l Mgr.

NO SHORT CUT ROUTE.

EDMUND BARTLETT,

Plans and High Grade Literature for Advertisers, 150 Nassau St.

NEW YORK, March 11, 1904.

Editor of PRINTERS' INK.

Almost every other day some ambitious ad student writes to this office to inquire how he may more quickly be boosted up the ladder of success.

These letters are all substantially the same. The writers either want some "inside" information which will help them to cut across lots, or else they are the proud possessors of diplomas from some advertising school and lament the fact that their broad knowledge, experience and training are not receiving the recognition to which they are entitled.

My reply is: Get the efficiency first and the demand for your services will come afterward. You will find it easier to locate an "opening" than to convince your prospective employer that you have the experience and ability to hold down the job.

The surest way to gain this all-important proficiency is to study PRINTERS' INK. Cut out the articles which appeal most strongly to you, paste them in a scrapbook, analyze them for their good advertising principles, and after a few years you will have a fund of advertising knowledge which will prove invaluable to you.

Do not be too much carried away by clever advertisements in the newspapers and magazines. These are only the outward manifestation of something that lies beneath—they are the performance before the footlights; the real hard work is the preparation for the part.

Therefore, dig out the things which underlie good advertising—you will find them in PRINTERS' INK.

Any one with the making of an advertising man in him can win success by practically applying the principles, methods and ideas which are taught from week to week in PRINTERS' INK.

This route is open to you. Positively there is no short cut. Yours truly,

EDMUND BARTLETT.

FEARS A TRAP.

EXETER HOUSE,
Thos. W. Baker, Proprietor.
EXETER, Cal., March 9, 1904.

Editor of PRINTERS' INK:

Some time since you had an interesting article in PRINTERS' INK regarding the methods of mail order monthlies to secure subscriptions with—puzzles, contests, etc. The inclosed ad has suggested to me that perhaps you could have some of your special writers interview these people and get an interesting story from

SHIPPERS WANTED EVERYWHERE

No matter where located. A new branch of commerce just now in its infancy that offers some possibilities for any person who can read and write (town or country). The wonder of the New Century. The Trusts cannot freeze you out. POSITIVE PROOF that many have and are making upwards of Five Thousand Dollars monthly. \$300 credit under our direction. Address: **MODERN PUBLICITY CO.** Dept. 8, 983 N. Clark St., Chicago, Ills.

them, and incidentally find out if they are doing justice to those who respond. I may say I have responded myself, the second communication from them raising more suspicion in my mind than the first did. The proposition seemed a desirable one—to me—and it is still so if there is no trap to it.

I suppose it is almost needless to say I am an extremely interested reader of the Little Schoolmaster. I have been for years.

Yours very truly,
THOS. W. BAKER.

"PRINTERS' INK" GETS THE CREDIT.

ROCHESTER, N. Y., March 8, 1904.

Editor of PRINTERS' INK:

I am pleased to be able to announce that on Wednesday, March 9th, I leave the *Farm Stock Journal* to fill the position of assistant advertiser and sales manager of the feed department of the H-O Company of Buffalo, N. Y., which



WALLACE W. PAGE.

is left vacant by Mr. B. W. Robb, of that city. Being a young man, and having had no instruction in advertisement schools, I feel very confident in giving the Little Schoolmaster the credit of being the direct cause of my successful career, for I feel that it was PRINTERS' INK alone that guided my efforts, and that it was PRINTERS' INK that taught me the possibilities and value of the advertising business.

Trusting that my experience may help some other young men who are striving for success in the grandest work of to-day. I am, very respectfully yours,
W. W. PAGE.

THE advertising in the pages of the menu used at the Louvre Restaurant, San Francisco, is more carefully written and displayed than ordinarily in such productions.

BELLILOSE DRUGGISTS.

COLORADO SPRINGS, Col., Mar. 4, 1904.
THE RIPANS CHEMICAL CO.,
New York City.

GENTLEMEN—In view of circumstances which have arisen in connection with the druggists of this city, we feel justified in calling your attention to matters that are of deep importance to us and therefore to you, as we are your agents in this city.

The newspapers of Colorado Springs have recently had an opportunity to show their attitude towards the druggists of the city, and the two dailies have taken striking positions which have decided us as to our patronage of them in the future.

The *Evening Telegraph* and the *Gazette* are the two daily papers of this city, as we believe we have informed you. The former has recently shown an antagonistic spirit towards the druggists of the city, while the latter has shown a friendly spirit towards us. On this account we feel we owe it to the *Gazette* to throw our patronage to it. We have decided that as soon as our present contracts with the *Evening Telegraph* expire we will withdraw all our advertising from its columns and turn the same to the *Gazette*.

We call your attention to our intentions in this matter in the hope that you will assist us in our friendship to those who have proved friends to us. You have contracts with local papers, in regard to which you have consulted us in the past, and we now suggest to you that hereafter you turn your advertising from the *Telegraph* and to the *Gazette*. We feel constrained to state that should you continue your advertisements in the *Telegraph* after your present contracts expire, we cannot consistently regard you as our friends.

We trust you will not consider this an attempt on our part to instruct you as to your advertising contracts in this city. We simply desire to inform you as to our present opinions concerning the two daily papers in this city. We feel that our interests are yours in this city and we urgently request that you assist us at this time.

If convenient, we would ask when your contract expires, if you have any.

For further information address,
Yours respectfully,

OTTO FEHRINGER,
THE A. JAE WARD DRUG ASS'N,
CHARLES L. ZOBRIST,
COLO. SPRINGS DRUG CO.,
WAGNER-STOCKBRIDGE MERC. CO.,
D. S. WAY DRUG CO.,
J. H. CRAPSER DRUG CO.,
J. H. HARRISON,
ROBINSON DRUG CO.,
BRIGGS & COTTON CO.,
CITY DRUG STORE,
SOUTH END PHARMACY,
KORSMEYER DRUG CO.

WHEN you sell sugar you weigh it very carefully, to give the exact amount—weigh your advertising story just as carefully.

Manufacturers

Of food products and other goods sold under trade mark or brand will find it profitable to use THE MERCHANT AND MANUFACTURER, Nashville, Tenn., as it goes direct to the country merchants throughout the middle South.

"The Reign of the Cap and Bells" is a sort of Fra preaching on live advertising English by Will Graham, ad specialist, Blue Point, Long Island.

Classified Advertisements.

Advertisements under this head two lines or more without display, 10 cents a line. Must be handed in one week in advance.

WANTS.

WANT printing in exchange for Soft Naphtha Soap. TAKANAP SOAP CO., Darby, Pa., Dept. X.

WANT to trade soap for adv. space, particularly with journalists who will act as agents. TAKANAP SOAP CO., Darby, Pa., Dept. X.

SALESMEN, sell my match safe as an advertising novelty. Good commission. Sample on request. W. W. KYLE, Pulaski, Pa.

ADVERTISERS, ATTENTION—Position wanted by young man (35); office experience, 16 years. Address "G. G.," P. O. Box 393, N. Y.

ADVERTISING SOLICITOR wishes to add one high-class journal to his list. References. Address "SUCCESSES," 35 Warren St., Room 33.

MORE than 235,000 copies of the morning edition of the *World* are sold in Greater New York every day. Beats any two other papers.

YOUNG MAN, practical thinker and capable of expressing ideas, solicits position as assistant to ad manager. "ENERGETIC," P. I.

WANTED—Long runs of cylinder press work or large contracts for circular or pamphlet work. COURIER PRESS, Port Leyden, N. Y.

WANTED—Position as circulation or solicitor by young man. Can furnish best of references. "J. M.," care of Y. M. C. A., Muscatine, Ia.

FERNALD'S NEWSPAPERSMEN'S EXCHANGE, established 1888, represents competent workers in all departments. Send for booklet. 368 Main St., Springfield, Mass.

ADVERTISING SOLICITORS wanted Active, bright, business getters. Good commission. Old, reliable drug paper. Address RETAIL DRUGGIST, Detroit, Mich.

WANTED—Position as ad manager and solicitor for live daily or magazine, or retail store advertiser. Resourceful, steady worker. ECLIPSE TANNERY, Burlington, Ia.

MANUFACTURERS, Publishers and Inventors—Kindly send samples or circulars of goods of merit, with quantity prices, to a good field. CROSS & CO., Box 375, South Hampton, N. Y., Dept. B.

WANTED—A case of bad health that RIPAN'S TABULETS will not benefit. A hundred millions of the Tabulets have been sold in a single year, and a package containing ten can be bought at any drug store for five cents.

THE attention of ambitious advertisement writers is directed to the offer in this issue, under heading "Advertisement Constructors," wherein five hundred and sixty dollars is offered for the preparation of six advertisements.

YOUNG MAN, 27, graduate of ad school and close student of PRINTERS' INK, desires position as assistant to advertising manager. Moderate salary. C. T. DUMONT, Cranford, N. J.

T. G. CLARK, "the Adist," desires position with dry goods house or men's furnishing. Preferably west of Chicago. Samples of work on request. Good references. Winona, Minn.

WANTED—Breezy, Brainy gent to act as general agent. A county to start with. State Agencies prospective if competent. Aint advertising but permanent money making. Rite us, NATIONAL, 150 Nassau Street, Room 1135, New York.

PROPRIETARY MEDICINE BOOKLETS, for general distribution, written and designed, also cartoons, advertisements, etc., by a thoroughly indorsed expert. Twenty years' successful experience. High-grade work, which will produce results, for fair remuneration. T. E. HANBURY, Atlanta, Ga.

WANTED—Chance to enter advertising field. Young man; experienced as reporter and solicitor. Knowledge of commercial drafting. A. RANDALL, 30 Park St., Adrian, Mich.

EXPORT.

E Wanted an advertising solicitor for an export journal. Experience and knowledge of manufacturers indispensable. "C. P. 511," P. I.

PARTNER WANTED—Sell third interest well-established newspaper 50 miles Phila. Entire plant new. Owner, not a print, needs partner take charge composing rooms. No question of price as much as kind of man and ability as printer. If can put up \$500 cash, giving secured note \$2,000 additional, investigate this. Address "PARTNER," care Printers' Ink.

WANTED, by a Chicago advertising agency, an assistant manager. Must be an accountant and a good inside man; well posted in rates and discounts—in fact, an all-round, competent advertising agency man. This is an exceptional opportunity for the right man. Address in confidence, stating age, experience, qualifications and salary to start, "F. A. A.," care of P. I.

RATE MAN wants to make a change—with a possible future. Prefer a growing agency or some large advertiser. All credentials; wide experience. Can give good reasons for changing. Will go anywhere. Address, P. O. Box 515, New York.

YOUNG MEN AND WOMEN of ability who seek positions as writers and ad managers should use the classified columns of PRINTERS' INK, the business journal for advertisers, published weekly at 10 Spruce St., New York. Such advertisements will be inserted at 10 cents per line, six words to the line. PRINTERS' INK is the best school for advertisers, and it reaches every week more employing advertisers than any other publication in the United States.

ADVERTISEMENT WRITERS, especially beginners, will have an exceptional opportunity to demonstrate their ability and make money by writing to us. We will tell you how to start a business of your own at home which will do more to establish your reputation as an advertiser than years of ordinary experience. Write to-day.

WELLS & CORBIN,
Suite B, 2219 Land Title Bldg.,
Philadelphia.

CLERKS and others with common school educations only, who wish to qualify for ready positions at \$25 a week and over, to write for free copy of my new prospectus and endorsements from leading concerns everywhere. One graduate fills \$5,000 place, another \$3,000, and any number earn \$1,500. The best clothing ad writer in New York owes his success within a few months to my teachings. Demand exceeds supply.

GEORGE H. FOWELL, Advertising and Business Expert,
22 Temple Court, New York.

WANTED FOR AUSTRALASIA. Wanted, the exclusive rights for Australia and New Zealand for novel and up-to-date articles, suitable for mail-order business. We are represented in each large city by capable men and have special facilities for advertising and placing goods to the best advantage. Send along samples and full particulars. Only exclusive rights for Australia and New Zealand entertained.

Address CAPILLA PROPRIETARY, LTD., 164 Pitt Street, Sydney, N. S. W., Australia.

ARE YOU SATISFIED

A with your present position or salary? If not, write nearest office for booklet. We have openings for managers, secretaries, advertising men, newspaper men, salesmen, etc. Technical, clerical and executive men of all kinds. High grade exclusively.

HAPGOODS (INC.),
Suite 311, 329 Broadway, New York.
Suite 315, Pennsylvania Bldg., Phila.
Suite 529, Monadnock Bldg., Chicago.
Suite 1328, Williamson Bldg., Cleveland.
Pioneer Bldg., Seattle.

ADVERTISEMENTS WANTED.

HARDWARE DEALERS' MAGAZINE, Circulation 17,000. 253 Broadway, New York.

TRADE JOURNALS.

HARDWARE DEALERS' MAGAZINE. Circulation 17,000. 253 Broadway, New York.

PERIODICAL PUBLICITY.

HARDWARE DEALERS' MAGAZINE. Circulation 17,000. 253 Broadway, New York.

COIN CARDS.

33 PER 1,000. Less for more; any printing. THE COIN WRAPPER CO., Detroit, Mich.

MAILING MACHINES.

THE DICK MATCHLESS MAILER. Lightest and quickest. Price \$15. F. J. VALENTINE, Mr., 175 Vermont St., Buffalo, N. Y.

TYPEWRITTEN LETTERS.

IMITATION typewritten letters which are perfect imitations; samples free. SMITH PRINTING CO., 51 E. Broadway, Toledo, Ohio.

CARBON PAPER.

NON-SMUTTING, non-blurring carbon paper; samples free. WHITFIELD'S CARBON PAPER WORKS, 123 Liberty St., New York.

DESIGNERS AND ILLUSTRATORS.

DESIGNING, illustrating, engraving, illuminating, engraving, lithographing, art printing. THE KANSLEY STUDIO, 230 B'way, N. Y.

ENGRAVING.

SANDERS ENGRAVING CO., St. Louis, Mo. Electrotypers and Photo-Engravers. DESIGNS FOR ADVERTISERS AND PUBLISHERS.

BULLETIN BOARDS.

BALL BROS., 115 Dearborn St., Chicago, Ill. Builders and Painters of Railroad Bulletin Adv. Signs; also bulletin, barn and fence spaces for rent on all railroads entering Chicago.

ADDRESSING MACHINES.

ADDRESSING MACHINES—No type used in the Wallace stencil addressing machine. A card index system of addressing used by the largest publishers throughout the country. Send for circulars. WALLACE & CO., 29 Murray St., New York.

INDEX CARDS.

EVERY modern business nowadays uses the Card Index system. We are manufacturers and retailers of Index Cards, Guides, etc. Write for sample sets and prices.

STANDARD INDEX CARD CO., 702 Arch St., Philadelphia, Pa.

PUBLISHERS.

PUBLISHER—Do you send out sample copies? Send us a dime for 1,000 nicely printed names and addresses. You can clip them and stick them on the wrappers. Write on your business letterhead. PACIFIC SUBSCRIPTION AGENCY, The Publishers' Friend, 120 Sutter St., San Francisco, Cal.

HALFTONES.

PERFECT copper half-tones, 1-col. \$1; larger 10c per in. THE YOUNGSTOWN ARC ENGRAVING CO., Youngstown, Ohio.

WE would like to estimate on your half tones either for the newspaper or other work. STANDARD ENGRAVING CO., 61 Ann St., New York.

NEWSPAPER HALF-TONES.

3x7, 7c.; 5x4, 81.; 4x5, \$1.00. Delivered when cash accompanies the order. Send for samples. KNOXVILLE ENGRAVING CO., Knoxville, Tenn.

RUBBER STAMPS.

FORTY CENTS pays for a rubber stamp facsimile of your signature. Any stamp under 3 inches, 10 cents a line. All work guaranteed. Ask for catalogue. A. EMBREE PRINTING CO., Belton, Tex.

JOB PRINTING SPECIALTIES.

WANTED—One (only) newspaper in every town to handle the Ledgerette in job printing department. Every sale establishes permanent customer for printed statements. W. R. ADAMS & CO., Detroit, Mich.

DISTRIBUTION.

TRY "house-to-house" advertising. Will pay you "BIG." Best field on "EARTH" for mail-order business. Population half million, the buying kind. Circulars distributed \$3 per thousand. Guarantee good service. Can reach any class. Select names furnished. Correspondence solicited.

GEORGE TOLLEY, 190 Orange St., Newark, N. J.

HOUSE-TO-HOUSE DISTRIBUTING.

I AM placing millions of pieces of advertising matter from house to house throughout the entire United States for many of the leading and most conservative general advertisers. Last year I placed over seventy million pieces. I offer all advertisers the only proven national distributing service that has made good. No small boys or bill posters connected with my service. Only men who make distributing their exclusive business.

If you have never tried my line, tell me what you have, territory you cover, and let me make a test distribution. I know something about selling, trade conditions, etc., and will not accept your order if I do not think I can make it pay you.

WILL A. MOLTON, National Advertising Distributor, Main Office, 449 St. Clair St., Cleveland, O.

PAPER.

B BASSETT & SUTPHIN, 45 Beekman St., New York City. Coated papers a specialty. Diamond B Perfect White for high-grade catalogues.

A AVOID BUSINESS TROUBLES. Use manifold satisfactory for orders, bills, letters and all detail work. Get our prices for what you use or may want to use. Hano quotes low. HANO is always looking for new customers and new solicitors in unoccupied territory.

Manifold business systems made by HANO. Manifold shipping and order systems by HANO.

C CARBON PAPER. Something you could use all day long without soiling the hands; something with which you could make clean, sharp, brilliant copies and that wears like iron.

PHILIP HANO & CO., 206 Greenwich St., New York. 315 Dearborn St., Chicago.

PREMIUMS.

TRINER SCALES make useful premiums. Complete line. Send for catalogue. TRINER SCALE & MFG. CO., 130 S. Clinton St., Chicago.

FOUNTAIN PENS are always in demand for premiums. My pens are guaranteed perfect—14-k. gold. Big inducement for quantities. Write TRANSON, 3123 Groveland Ave., Chicago.

LYON & HEALY'S NEW PREMIUM CATALOG, now ready, contains musical instruments of all descriptions, including a special cheap talking machine, \$20.00 worth of our mandolins and guitars used in a single year by one firm for premiums. Write for catalog. PREMIUM CLERK, Lyon & Healy, 199 Wabash Ave., Chicago.

RELIABLE goods are trade builders. Thousands of suggestive premiums suitable for publishers and others from the foremost makers and wholesale dealers in jewelry and kindred lines. 500-page list prices illustrated catalogue, published annually, 2nd issue now ready; free. S. F. MYERS CO., 48w, 48-50-52 Maiden Lane, N. Y.

PRINTING.

CLARK & ZUGALLA are as good people as you can choose to do your printing. 38 and 30 Gold Street, New York.

PUBLISHING BUSINESS OPPORTUNITIES.

MR. PUBLISHER.
If you want to sell out your Publication, Buy another.
Absorb something.
Consolidate with another company.
Combine with another paper.
Re-finance or reorganize.
Or do anything involving negotiation in Periodical Publishing Property.
This is a good time of the year to take it up.
Call or write.

EMERSON P. HARRIS.
Broker in and Organizer of Periodical Publishing Property.
233 Broadway, New York.

ADVERTISING LETTERS.

LOOK TO YOUR ADVERTISING LETTERS.
The "Letter Shop" of Franklyn Hobbs in the Caxton Block, Chicago, is the home of originality in Advertising Letters. If you are not one of the four hundred and four clients of the "Letter Shop," it will be my pleasure to furnish you with valuable information on Advertising by Mail. Ask for my booklet, "The Four Hundred and Four."

Leading advertisers are beginning to recognize the difference between effective advertising by Mail and haphazard circularizing. Hitch your advertising wagon to a two-cent stamp. I can furnish you with a harness that will "pull" the business.

FRANKLYN HOBBS,
Composer and Editor of Advertising Letters, and Counsel on Mailing.

BOOKS.

25c. POCKET DICTIONARY. 25c.
Need one? We have it. Black leather, indexed. FULL OF INFORMATION.
THE HAMILTON CO., Dept. P.
Concord, N. H.

**BEST FOR PRINTER, ADVERTISER, AD-
WRITER.** "Hints for Printers"; 40pp.
"Most practical, compact, complete Printers'
Manual." "Full of happy ideas and good values."
Etc., postpaid. **W. L. BLOCHER,** Tecumseh St.,
Dayton, Ohio.

WHEN PAPA RODE THE GOAT.
R. CARLETON PUB. CO., of OMAHA, NEB., have issued a copyrighted book with the above title, illustrated with 100 colored engravings, which is the most comical work of the kind we have ever seen. We advise our readers who wish to have something to drive away the blues to send 25 cents for a copy to the above address.

PRINTERS may have my copyright lodge cut catalogue free.

SUPPLIES.

URE NAME in aluminum, to fasten on door, trunk, desk, etc., only 12c., 5 for 50c. **J. HARVEY,** 532 W. 5th St., Cincinnati, O.

W. D. WILSON PRINTING INK CO., Limited, of 17 Spruce St., New York, sell more magazine cut inks than any other ink house in the trade.
Special prices to cash buyers.

DOXINE—A non-inflammable type wash. A substitute for lye and benzine. 12½c. per pound. Let your jobber put in an 8-pound can with your next order. Makes the old rollers like new. Made by the
DOXO MANFG CO., Clinton, Ia.

COLD-WATER PASTE is a dry powder in stantly converted into a tacky, glue clinging paste, superior to anything you have ever used in labelling boxes, packages, etc. Try it and be convinced. Sample on receipt of your address. **BERNARD HOLMES AGENCY,** 46 North State St., Chicago, Ill.

CLASS PUBLICATIONS.

HARDWARE DEALERS' MAGAZINE. Circulation 17,000. 223 Broadway, New York.

MISCELLANEOUS.

KANSAS CITY IS A GOOD PLACE FOR BUSINESS IF IT'S PUSHED. **N. T. GREEN,** Special Salesman and Broker, Soliciting the Retail Trade.
P. O. Box 877, Kansas City, Mo.

PRINTERS.

BOOKLETS by the million. Write for booklet **STEWART PRESS,** Chicago.

CATALOGUES printed in large quantities. Write **STEWART PRESS,** Chicago.

DOXINE, a non-inflammable substitute for lye and benzine. Will not rust metal or hurt the hands. Retempera and improves the suction of rollers. For sale by the trade. Made by the **DOXO MANFG. CO.,** Clinton, Ia.

BUSINESS STATIONERY.

I WANT to send samples of engraved business stationery—steel die embossing—to discriminating business men who appreciate the importance of using letterheads that must create favorable impressions. Beautiful work. Special prices if you mention Printers' Ink.

Send for samples of fine social stationery, calling cards, wedding invitations, etc.
JAMES BROMLEY, Stationer,
53 Maiden Lane, N. Y.

DECORATED TIN BOXES.

THE appearance of a package oftentimes sells it. You cannot imagine how beautifully tin boxes can be decorated and how cheap they are, until you get our samples and quotations. Last year we made, among many other things, over ten million Cascalet boxes and five million vaseline boxes and caps. Send for the tin desk reminder called "Do It Now." It is free so are any samples you may desire to see.

AMERICAN STOPPER COMPANY,
161 Water Street,
Brooklyn, New York.

The largest maker of Tin Boxes outside of the Trust.

SPECIALTY PRINTERS.

WE know there are many firms using specially made advertising matter—cards, folders, mailing slips and those things—our put up with the printing they get because they don't know where to get any better. Our shop can solve this for you—we have not seen a man who has failed to be pleased with our line. It is different from the ordinary, most of the work being on colored cover stock with colored inks. Good, plain display, suitable for each job. Send in your manuscript or tell us what you want. We know the proper arrangement and how to get the best results. Samples are furnished to those who want them from **HAL MARSH-BANKS' PRINT SHOP,** on the Tow Path at Lockport, N. Y.

BUSINESS OPPORTUNITIES.

PUBLICITY promoters will find our newly-patented outdoor advertising device a big money earner. Particulars on application. **COMMERCIAL DEVELOPMENT COMPANY,** 916-918 N. 30th Street, Phila.

THE MAIL-ORDER WAY.
THE ONLY WAY

TO MAKE MONEY.
It is an inviting, legitimate and congenial business. Subscribe to the Mail-Order Journal. In six years it has put hundreds next to making money. Three months' trial, fifteen cents.

LOUIS GUENTHER,
Room O, Schiller Building,
Chicago.

A MONEY MAKER.
I have an original copyrighted advertising idea which has cleared me over \$5,000 on an investment of less than \$50 originally. Any intelligent man can work it. I will send sample, full information and right to manufacture under my copyright for \$5. No interference with your present occupation. Ask for free descriptive circular.

EMERSON DE PUY, Des Moines, Ia.

ADVERTISING NOVELTIES.

POCKET Wallets, 4x7, 1,000 for \$10, including ad. "Wear the leather." **PINK & SONS**, Printers, 6th above Chestnut, Philadelphia.

3 NEW Advertising Novelties:—A Pencil Holder, 3 a Nail File, and a Toothpick Case. 3 samples 10c. Agents wanted. **J. C. KENYON**, Owego, N. Y.

A "SIGN OF THE TIMES"—The Pulveroid Sign. Best for advertising your business. Write for sample and price. **F. F. PULVER CO.**, Rochester, N. Y. Buttons, Celluloid Advertising Novelties, etc.

WRITE for sample and price new combination Kitchen Hook and Bill File. Keeps your ad before the housewife and business man. **THE WHITEHEAD & HOAG CO.**, Newark, N. J. Branches in all large cities.

THE Paridian Weather Indicator is seen often, lasts longer and attracts more attention than any other advertising novelty yet produced. Can be mailed in ordinary envelope. Samples 10c. **ALFRED HOLZMAN**, Greenville, Miss.

LITHOGRAPHED weather indicators—little girl's dress and boy's pantaloons change color with the weather. Can be mailed. One of the most lasting and attractive advertising novelties out. Four designs. Samples and prices, 10c. Sample and prices our "Mystic Wallet," etc. "Little Traveler" (calendar), etc. **THE SOLIDAY NOVELTY ADV. WORKS**, Knox, Ind.

SEND 50 CENTS for a sample of the finest little advertising novelty, subscription premium and convention souvenir ever offered to publishers and advertisers. A LOOSE LEAF PERPETUAL VEST-POCKET MEMORANDUM BOOK. Absolutely new and up-to-date. Special prices in quantities. Do not fail to investigate carefully and send 50 cents for sample book. Agents wanted. **TENGWALL FILE & LEDGER CO.**, Chicago, Ill.

ADVERTISING MEDIA.

10 CENTS per line for advertising in **THE JUNIOR**, Bethlehem, Pa.

HARDWARE DEALERS' MAGAZINE Circulation 17,000. 253 Broadway, New York.

THE GIRLS' MAGAZINE, Selma, Ala., solicits clean advertisements. Rate, 5c. per line.

ADVERTISER'S GUIDE, Newmarket, N. J. A postal card request will bring sample copy.

WRITE to us about "22 Business Bringers." **THE RELIGIOUS PRESS ASS'N**, Phila., Pa.

ARE you anybody? Then advertise in **ANYBODY'S MAGAZINE**, Peekskill, N. Y. Copy and rates free.

ANY person advertising in **PRINTERS' INK** to the amount of \$10 or more is entitled to receive the paper for one year.

THE REFLECTOR, 41st St., Brooklyn, a high-class weekly; 25 cents per inch display, 10 cents per inch reading notices. Our advertisers all pleased—they ought to know.

TOWN TALK, Ashland, Oregon, has a guaranteed circulation of 2,500 copies each issue. Both other Ashland papers are rated at less than 1,000 by the American Newspaper Directory.

THE BADGER, 300 Montgomery Bldg., Milwaukee, Wis., a family monthly, circulation general, 60,000 copies, rate 30 cents a line. Forms close the 25d. Ask your agency about it.

25 CENTS for 30 words, 5 days. **ENTERPRISE**, Brockton, Mass. Circulation, 9,000. Carries a solid page of want ads. Want ad newspapers are closest to the hearts of the people.

1,000,000 TRAVELERS can be reached monthly through the eastern and western sections of the *Travelers' Railway Guide*. Write for particulars to 24 Park Place, N. Y., or 158 Adams St., Chicago.

100,000 GUARANTEED circulation, 25 cents a line. That's what the **PATHFINDER** offers the advertiser every month. Patronized by all leading mail-order firms. If you are advertising and do not know of the **PATHFINDER**, you are missing something good. Ask for sample and rates. **THE PATHFINDER**, Washington, D. C.

NEWSPAPER BROKER.

BUYERS and sellers of newspaper properties get together to their mutual advantage, without publicity, by my successful methods. Large list of properties and long list of buyers. Can I be of assistance to you? **E. J. KINGSTON**, Michigan Newspaper Broker, Jackson, Mich.

ADDRESSES FOR SALE.

1,451 R. F. D. route names; Ohio, \$1. **Z. X. COREY**, Maryville, Ohio.

100,000 ADDRESSES of freehold farmers from Dakotas south to Missouri; new list; \$150. Correspondence solicited. **NEWTON BROS.**, Monticello, Ind.

1,000 NAMES and addresses of good buyers over Southern Iowa. Strictly high grade; \$1.50 per thousand. Address **CLAUDE F. PORTER**, Creston, Iowa.

SOUTH DAKOTA FARMERS HAVE THE PRICE—Offer them anything by mail that is all right and they will buy. Try them with our guaranteed list of 5,000 cream shippers. Write to **THE WESTERN ADDRESSING CO.**, Lock Box 456, Milbank, So. Dak.

"TEACHERS MAKE GOOD AGENTS"—Buy my guaranteed list of over 3,000 teachers now teaching in South Dakota. Price, \$2 per thousand, or \$5 for the complete list. Neatly typewritten. Address **E. S. PULLEN**, Supt., Milbank, S. D., Box 456.

FOR SALE.

FOR SALE—New sample case, 15x7x11 in., leather covered. **V. F. FRITZCHER**, Fayette, Ark.

FOR SALE—A quantity of wood type and engraved blocks for show printing. **COURIER**, Fort Leyden, N. Y.

FOR SALE—One 3½ h.p. Wagner electric motor. Perfect condition; only used three months. **NEWS PUBLISHING CO., LTD.**, Alexandria, La.

BEFORE purchasing cylinder presses, job presses, paper cutters, type, material, kindly send for bargain list. **RICHARD PRESTON**, 1671 Oliver St., Boston.

42 X 60 POTTER TWO-REV. will print 4 pages of a 7 or 8 col. A first class press for book, job or newspaper work. **RICHARD PRESTON**, 1671 Oliver St., Boston.

FOR SALE—Finely equipped daily newspaper plant; material almost all new; in city of 15,000 population; doing good business; right man can buy cheap. Address Box 345, Kenosha, Wis.

HOE DOUBLE CYLINDER, with or without folders attached; will print 4 pages of a 7-col. 8-page; speed, 3,000 to 4,000 per hour. Will trade in part payment. **RICHARD PRESTON**, 1671 Oliver St., Boston.

ELLIOTT ADDRESSING MACHINE for sale with 5,000 Stencil holders. Machine nearly new and in first-class order. Also cabinet case. Will sell same at fifty per cent. of cost. Address **WARE BROS. COMPANY**, P. O. Box 1435, Philadelphia, Pa.

FOR SALE—Prosperous weekly newspaper in live, growing railroad town in Southern Oregon; only paper in town, and has paid \$5,000 cash in last year. Material all new. Will invoice the price asked—\$1,300.

Box 35, Glendale, Oregon.

BRONZING MACHINE—Cheap, for cash; Fuchs & Lang make; good working order; size, 25x33; adjustable fountain and dusting rollers; no broken or patched parts; complete with feed and delivery table and power connections. Reason for selling, we require larger machine. **ADVERTISING DEPT. THE LIQUID CARBONIC CO.**, Michigan and Wells Sts., Chicago.

A GOLDEN OPPORTUNITY for a young man with thorough knowledge of good job printing to secure a nice business, with good future. My office complete with type, proof racks, and everything to work with. Well located in good town convenient to New York. Owing to pressure of other business, will rent to right party for \$10 per month. For particulars address "PRINTER," care Wm. Hicks, 121 Nassau St., N. Y.

INSTRUCTION BY MAIL.

HUMAN NATURE TAUGHT thoroughly by mail or no pay. Mention P. I. and get Samples from Lessons free. **SCHOOL OF HUMAN NATURE**, Athens, Georgia.

PROPRIETARY REMEDIES.

THE BLUE GLASS INHALER. A new thing. For all those things for which an inhaler is good, this is the best that ever was. It is a germ destroyer and nose opener, a remedy for colds, tonsillitis, bronchitis, asthma, hay fever and every disease of the throat, nose or air passages. Better than a gargle for sore throat. Sold for 50 cents. Sent by mail by the manufacturers on receipt of price. Address **THE RIFANS CHEMICAL COMPANY**, No. 10 Spruce St., New York.

MAIL ORDER.

FOR 50 cents I will send you a legitimate scheme that brought me 285 mail orders in 30 days. **EARN**, 1017-171 La Salle St., Chicago.

MAIL-ORDER MEN, MIXERS AND PUBLISHERS: I will honestly mail your circulars, subscription blanks, etc., at 10c. per 100, \$1 per 1,000. Key and try me.

DANA M. BAER,
Dep't. X., Laverne, Minn.

MAIL-ORDER ADVERTISERS—Try house to house advertising; it will pay you big. Our men will deliver your circulars and catalogues direct to the mail-order buyer. You can reach people who never see a paper of any description from one year's end to another. When once reached the rest is easy. We have reliable agents well located throughout the United States and Canada, and are in position to place advertising matter in the hands of any desired class. OUR DISTRIBUTORS' DIRECTORY will be sent free of charge to advertisers who desire to make contracts direct with the distributor. We guarantee good service. Correspondence solicited. **NATIONAL ADVERTISING CO.**, 700 Oakland Bank Building, Chicago.

GO INTO THE MAIL-ORDER BUSINESS. I have an unusually clever mail-order idea that brought me a clear profit of \$25 in a little over three weeks on an investment of \$25. This "idea" can be worked on a larger or smaller scale and will yield proportionate returns. It does not require any special ability—any one may duplicate my success. It may be made permanent business if desired. Exceptionally clean, legitimate and honorable. No medicine, picture, jewelry or book scheme. Nothing to manufacture and no canvassing. As the field is large and practically unlimited, I will sell the complete details of this clever "idea" for \$5. You can work it anywhere, and do just as well as I did. Bright and clever ideas are gained, as a rule, only by experience. Many a man has made a fortune out of a single "idea" with only energy and good sense for his capital. I offer here to the readers of **PRINTERS' INK** the cleverest thing of my ten years' experience in the mail-order business, confident that none but will be satisfied with the small investment.

Read this endorsement from the *Inland Printer*—a journal that exercises the strictest censorship over its advertising columns:

THE INLAND PRINTER,

130-130 Sherman St.,

Chicago, Jan. 15, 1904.

Mr. V. H. Rainbolt, Bloomfield, Ind.:
DEAR SIR:—We have your letter of January 13, inclosing details of your proposition and remittance for your Feb. ad. The plan seems to us worth the money, and we will run the ad. We return your details, circular and the letter sent for our inspection. Yours truly,

THE INLAND PRINTER (HARRY H. FINN, Sec.).
If you want to take up something in which there is real money, here is certainly a snap. Any one may work this "idea" to hand yesterday, and I consider it a good one and will begin work at once. Very truly, **ED. C. BLOMEVER.**

Full details of this remarkable, practical, demonstrated success sent to any one upon receipt of \$5. Positively no misrepresentation whatever. I have nothing else to sell you or anything of that sort and have no other particulars.
V. H. RAINBOLT, P. O. Box 500, Bloomfield, Ind.

ADVERTISEMENT CONSTRUCTORS.

50 ADS, any business, \$1. **J. H. LARIMORE**, Westerville, Ohio.

FRED W. KENNEDY, 39th and Langley, Chicago, writes advertising your way—his way.

IDEAS, copy and layouts for advertisers. **THE RYDER-TARBOX CONCERN**, Maiden, Mass.

SPECIAL cuts and special writing for every retail business. Very low rates for \$2. **ART LEAGUE**, New York.

If you're wise you'll advertise in a way that's sure to pay. Write to **H. T. CULP**, Conneaut, Ohio.

FOUR ADS—kind you pay \$6.50 for—\$3 cash. You can't get better. **Made to your order.** Any retail business.

BARROS, 203 W. 109th St., New York.

FOR ten years I've been writing good business literature for others. Is there not some work I can do for you? **CH. HOHN**, care Printers' Ink.

EFFECTIVE ADS, the result of thought and study of your particular need, are the sort I write. Let me make your Spring advertising pay. I can do it. **H. E. REEVE**, 2104 Spring Garden, Phila.

TRADE winning booklets, catalogues, mailing cards, prospectuses, form letters, etc., written, illustrated, printed. Write (on letterhead) for free booklet, "How We Help Advertisers." No attention to postals. **SNYDER & JOHNSON CO.**, Elsworth Bldg., Chicago.

WANTED—To hear from advertisement writers, advertising specialty-makers and printers of advertising literature who can furnish ideas for increasing and holding the trade of a restaurant located in the downtown business district. Address "RESTAURANT," care of Printers' Ink.

I'm a specialist in clean advertising—Steam Laundries—Cleaning and Dyeing—Carpet Cleaning—Towel Supply—and kindred lines.

The specialist masters his subject—he knows one thing well.
WILLARD B. BOTTOME, 230 Broadway, N. Y.

MY ADVERTISING KNOWLEDGE is built upon a foundation of ten years' experience in editorial and reportorial work on leading metropolitan newspapers. That happy faculty of concentrating facts and serving them properly to the reading public has become second nature to me.

That's the secret of good advertising.
J. JEROME NORDMAN
Add—then add—Written Right."
706 Tradesmen's Building, Pittsburg, Pa.

ADS written on order, to suit any business.

Unique borders, illustrative cuts, etc., designed. Price low—50c. to \$5—depends on work.

G. GRIFFITH CLAPHAM, - - SEA CLIFF, N. Y.,

can save you money and sell your goods.

10 lessons in Advertising—First principles, \$5, or 25 lessons and books, \$15.

HOW ARE YOU TELLING IT!
—your advertising story, I mean. Are you talking about whatever you make or sell in such a "clear-cut," interesting, confidence-compelling manner that people unavoidably suspect you of having something really first-class?—are you doing this—right along! Or are you simply sticking to that old, thread-bare claim to making or selling the "best in the world," and then expecting 20th century people to swallow that preposterous fossil fiction? It's very costly for an advertiser to forget that in these days the growth of any business largely depends upon how nearly his advertisements approach the face-to-face statements of a really first-class salesman. I work for quite a lot of people who believe this—implicitly.

No. 32. FRANCIS I. MAULE, 408 Sansom St., Phila.

YOU can get 35 short, catchy business ads written in any line of trade for 25c. by writing to

E. C. SMITH, Franklin, Pa.

ATTRACTIVE, convincing, sensible advertising literature is my specialty. I have samples of that kind which I would like to send you, if through them I will stand a chance of winning your patronage.

"It's my business to increase yours."

T. VAUGHAN STAPLER.

Writer of Advertising Literature,
606 Witherspoon Building, Phila.

W "WHO'S VOORHEES & COMPANY?" Our ads in this column are pulling—just as the advertising matter we prepare for our clients brings them business.

A recent inquirer asks: "Who's Voorhees & Company—who constitutes the firm?" Perhaps there are others who would like to know, too.

Well, the firm of VOORHEES & COMPANY was established two years ago. Its individual members are H. Russell Voorhees and J. S. Voorhees—young men of experience, progressive ideas and ability.

The firm's clientele is increasing daily. It now has several hundred customers throughout this country and Europe.

But, what is of more importance to YOU, if you're spending money for advertising, is: Does "Your Advertising" pay—are you getting the results you should?

We will make "Your Advertising" pay you—and pay you well.

Give us a chance to prove it—that is all we want.

Write us on our business stationery and we will outline a plan for you; also send you a copy of our interesting booklet, HOW TO MAKE

"YOUR ADVERTISING" PAY," and other matter.

Postal cards and curiosity seekers ignored.

VOORHEES & COMPANY,
Specialists in "Your Advertising,"
Morton Building, New York City.

TO ADVERTISEMENT CONSTRUCTORS

(Amateur and other).

\$300 FOR THE BEST ADVERTISEMENT.

\$100 FOR THE SECOND BEST.

\$50 EACH FOR THE NEXT FOUR IN MERIT.

For the purpose of encouraging amateur advertisement constructors, as well as inviting the aid of the masters of the profession, the Ripans Chemical Company will, within the next twelve months, pay ten dollars each for fifty-two advertisements submitted to them that they think good enough to be worth using, and pay from day to day as accepted, and at the end of a year—viz., December 3, 1904—will award and pay \$500 in cash prizes for the six best and most effective advertisements that have been submitted.

The advertisements of the Ripans Tablets have been before the public for twelve years.

They were the first largely advertised proprietary medicine ever sold in tablet form.

They were the first remedy for dyspepsia, ever successfully popularized through advertising.

They are the only proprietary medicine sold in the drug stores at so low a price as five cents.

Fourteen thousand testimonials of the efficacy of Ripans Tablets, as a dyspepsia remedy, have been received at office of the Ripans Chemical Company in twelve months.

A hundred million Ripans Tablets have been purchased at drug stores in the United States in a single year.

Every drug store in America sells Ripans Tablets, and can give names and addresses of persons who have been benefited by their use.

Interviews with such persons furnish the best material for effective advertisements of Ripans Tablets. Each case has what seems peculiar points, but when presented to the public in an advertisement appeals to thousands of others precisely like it who had thought themselves the only ones who suffered in that precise way. The remedy that cures or relieves one is a boon to every other person living under similar conditions. The advertising value of individual cases can hardly be overestimated.

Address all communications to
CHAS. H. THAYER, PRESIDENT,
THE RIPANS CHEMICAL COMPANY,
No. 10 Spruce St., New York.

OUR SERVICE: PRACTICAL PLANS AND STRONG COPY.

If you send out a series of good, live, modern advertising matter once or twice a month to a carefully selected list of names and keep it up for a reasonable length of time, something like this will happen:

- (1.) You will get a lot of inquiries, which, if properly followed up, will lead to the opening of many new and profitable accounts.
- (2.) You will get direct mail business from territory that your salesmen do not reach or do not sufficiently cover.
- (3.) Your salesmen will get an increased volume of business from the territory that they regularly visit.

If you will go farther and assist dealers in working consumers, so much the better. Newspaper and magazine advertising is best for this purpose; but if it involves too big an outlay, good results can be secured in other ways at a reasonable cost to begin with.

All of this service we perform. We prepare practical plans and good advertising literature exploit new products—inject modern methods into the marketing of old ones; install and manage advertising departments.

An outline of some of our methods is given in the following booklets, which we shall be glad to send to any proprietor, manager, advertising manager or sales manager:

"SELLING MORE GOODS."

"YOUR VOICE CANNOT REACH EVERY NOOK AND CORNER OF THE LAND,"

"CLINCHING THE SALE."

NOTE—The demand for this literature from enterprising office boys and the "merely curious" is very gratifying and shows a keen appreciation of the best things in advertising—but these booklets are too good and too expensive for such circulation. Requests from such sources will be turned down as gently and gracefully as possible.

This, however, should not deter the man who is interested in good advertising service or good advertising literature from asking for the booklets and writing to us fully relative to the conditions of his business and inquiring how we can assist him to develop it.

EDMUND BARTLETT,

Plans and High-Grade Literature for Advertisers,
150 Nassau Street, New York.

Advertising Agencies.

Advertisements under this head, two lines or more without display, 10 cents a line. Must be handed in one week in advance.

ALABAMA.

A A-Z ADVERTISING CO., Mobile, Alabama. Distributing and Outdoor Advertising.

CALIFORNIA.

CURTIS-NEWHALL CO., Los Angeles, California. Estab. 1895. Place advertising anywhere—magazines, newspapers, trade papers, outdoor. Effective ads. Marketing plans. **PACIFIC COAST ADVERTISING**, 25c. copy; \$3 year.

CALIFORNIA—PACIFIC COAST.

C BARNHART AND SWASEY, 107 New Montgomery St., San Francisco—Largest agency west of Chicago; occupy 10,000 sq. ft.; employ 60 people; manage all or any part of an advertising campaign; can save advertisers money by advising judiciously for newspapers, billboards, wall signs, street cars, distributing, etc. Can place goods with wholesalers and retailers. Knowing Coast conditions, we can place your advertising without waste.

DISTRICT OF COLUMBIA.

FOR 3-line Want Ad in 15 leading dailies. Send for lists and prices. **L. F. DARRELL ADVERTISING AGENCY**, Star Bldg., Wash., D. C.

ILLINOIS.

GUNDLACH & GUNDLACH, 115 Dearborn St., Chicago, newspaper and magazine advertising in U. S. and Canada. Rates supplied also for Spanish-American and European publications.

ANY business can be increased by some form of intelligent advertising. Tell us about your business—we will tell you how to increase your sales. Always ready to answer questions—ask some.

MARSH ADVERTISING AGENCY, New York Life Bldg., Chicago.

KENTUCKY.

H. M. CALDWELL Adv. Ag'cy, Louisville, plans, prepares, places advertising; newspapers, maga.

MARYLAND.

MILBOURNE ADVERTISING AGENCY, Baltimore. Estab. 1876. Newspaper, magazine, outdoor advertising written, planned, placed. Don't spend \$1 in Md. before getting our estimate.

MASSACHUSETTS.

A. T. BOND ("Bond, of Boston"),

16 CENTRAL STREET,

BOSTON,

Recognized Advertising Agent, gives personal attention to his clients' best interests, uninfluenced by any commission or discount inducements.

Original and effective designs prepared, with consistent text. Business placed in any medium.

NEW YORK.

O'GORMAN AGENCY, 230 Broadway, N. Y. Medical journal advertising exclusively.

GREIG ADVERTISING AGENCY, 719 St. James Bldg., N. Y. Newspaper, Periodical and Outdoor Advertising. Large or small contracts accepted. Consult us before placing your advertising.

GEO. P. ROWELL & CO., 10 Spruce St., N. Y. Est'd 1865; 24 words in 24 best daily papers for \$15—classified; cash with order. Plans for introducing and advertising manufactured articles.

NORTH AMERICAN ADVERTISING CO., the only co-operative advertising agency in existence. Places advertising in all classes of mediums. Affiliated with the American and Foreign Trading Co., which handles American goods abroad and foreign goods in the home market. Communications from manufacturers desiring larger output required. **F. L. Perine**, president; **W. W. Seeley**, vice-president; **F. James Gibson**, secretary; **Baxter Caterson**, treasurer, 100 William St., New York.

OHIO.

CLARENCE E. RUNEY, Runey Bldg., Cincinnati, O. Newspaper, Magazine, Outdoor Advertising. Printing, Designs, Writings.

PENNSYLVANIA.

FOLEY AND HORNBERGER, ADVERTISING AGENTS, 1216 Commonwealth Bldg., Phila. (Successors to Richard A. Foley Co. Advertising.) Will be pleased to submit suggestions and prices on newspaper, magazine or street car advertising; booklets, mail cards or folders; to give business counsel, and to plan with advertisers who want increased returns.

THE H. I. IRELAND ADVERTISING AGENCY, (Established 1890), works with as well as for clients.

Plans and places advertising in newspapers and magazines.

Creates mail-series of folders and cards to reach the trade.

925 Chestnut Street, Philadelphia, Pa.

RHODE ISLAND.

O. F. OSTBY AGENCY, Providence—Bright, catchy "ad ideas," magazine, newspaper adv.

CANADA.

HOW often agents of American firms tell us that their advertising is ineffective because not in harmony with Canadian ideas.

We can get the best results for an appropriation in Canada. Correspondence solicited.

DESBARATS ADV. AGENCY, Ltd., Montreal.

THE SCHOOLMASTER CRITICISED.

Editor of PRINTERS' INK:

In your issue for March 16th I notice the stanza here shown:

If indigestion troubles you
So much you don't know what to do,
Just take a "Ripans Tabule,"
And take it, P. D. Q.

I think any graduate of an ad school would pronounce the lines defective. Poetic license opens the door to improvement and I would suggest changes as follows:

If indigestion troubles you
So much you don't know what to do,
Just take a "Ripans Tabule,"
And take it, take it, P. D. Q.

I am, my dear sir,

A PAGE DAVIS MAN.

BRITISH PRINTERS.

10 Union Street,
PLYMOUTH, March 8, 1904.

Editor of PRINTERS' INK:

Your correspondent, Mr. T. Russell, in the issue of **PRINTERS' INK** of February 17, 1904, on page 21 makes a strong reflection on British printers. If one had not met with Mr. Russell's name now for some years and therefore knew him for an old hand, one might have supposed him to be juvenile, and possessed of a very limited experience. If he is in the unhappy position his remarks would imply he is greatly to be pitied, for his lot is undoubtedly cast in unpleasant places. Should he desire to know some English print shops where he can "drop in an advertisement in manuscript without typographical indications, with perfect confidence that they would never offer a discreditable set-up," I shall be happy to furnish him with names enough to keep him going with a new one every week in the year. In this town, which is not considered to be the most advanced in typographical display, I can supply him with at least four print shops that will fill his bill. Yours faithfully,

FRANK MABIN.

CRITICISMS of its advertising literature are invited by the Inland Type Foundry, St. Louis.

TWO WAYS OF HANDLING A NEW ADVERTISER.

I.

The new advertiser, almost without exception, believes the only thing necessary to make his proposition profitable is to run attractive advertisements in the newspapers or magazines.

When some advertising agents get a client of this sort they first find out his ideas as to copy and publications. Then a proof is submitted of an advertisement which in wording and design follows as closely as possible the new advertiser's suggestions. Whether this will sell goods is a minor matter.

Next, an estimate is submitted for a list of mediums, including the new advertiser's favorite publications. In many cases these are totally unsuited for the article to be advertised. Besides these there is a generous sprinkling of newspapers or magazines of doubtful value, but with undoubted "rake-offs."

The contract signed, the agent's duty is ended, except to see that the publications get changes of copy and to "jolly" the advertiser because the returns fail to come up to expectations. He is told he must have patience—Rome was not built in a day.

When the contract expires another name is added to the long list of those who believe advertising will not create a demand for their goods and that all agents are incompetent or dishonest.

Of course, it is not the agent's fault! Wasn't the copy just what the advertiser wanted—his exact ideas whipped into shape by an expert? And wasn't the list of mediums O. K'd by the advertiser?

TWO WAYS OF HANDLING A NEW ADVERTISER.

II.

On the other hand, agents who are conscientious and competent are not after the immediate dollar, but successful clients. They know that if the advertising is made to pay they will reap the reward in an increased appropriation.

The seeker after publicity is frankly told that advertising alone will not put his proposition on a paying basis. The right sort of literature must be created, inquiries followed up intelligently and systematically, and the business adjusted to meet the new conditions sure to arise when the advertising campaign is in full swing.

The new advertiser must be convinced that advertising alone will not make his proposition successful, and that there is much more for him to do than to open the mail and figure up remittances. In most cases the advertising will bring more inquiries than orders, and success depends in a great measure on how the former are handled.

An agency that works with a client, as well as for him, is the kind that creates successful advertising. It must have not only the ability but the experience necessary to map out an advertising campaign, from the selection of publications to the follow-up letters.

Such a one is

THE H. I. IRELAND ADVERTISING AGENCY
925 Chestnut St. (Estab. 1890.) Philadelphia.

THE EVIL TRADING STAMP.

The collector of stamps often becomes unreasonable in his or her eagerness to fill a book that is almost full. They lose sight of all trading conditions, and will go out of their way to pay a higher price, and buy an inferior article, for the sake of stamps that go with it.

Not long ago, the cashier in a large store called my attention to a sale check that had just been made, by which a lady bought a ninety-eight cent article, and insisted upon paying one dollar for it, to get that extra stamp. Apparently she did not give any consideration to the value of the transaction. She did not realize that she was paying two cents for that one stamp. If her mind had reached such a point in the collection of stamps, she was not in a fit condition to make a purchase, and was throwing money away.

About the best proposition presented in rivalry with trading stamps is the cash discount check, now being introduced. These checks the holder may present at the offices of the company at any time, and get a certain amount in cash. By this scheme, every one knows just what every check is worth, and if there is any patronage bringing inducement in giving a small percentage of a retail business to the customer, this scheme seems to cover the idea thoroughly, and gives to the customer almost all that the merchant rebates on the sale, leaving no room for doubt or dissatisfaction in any one's mind.—*Rhode Island Advertiser.*

THE WORM TURNS AND ADVERTISERS.

This advertisement appeared in a German newspaper in January, according to the *Advertisers' Review*, London:

"To those kind friends who during 1903 have shown such interest in the contents of my humble garden: Take notice that in future the key can always be had on application, even during the night, and that to enter by the gate is much less dangerous than clambering over the wall. I shall further be deeply grateful if in future you would be so generous as to leave a little of the produce for my needs. The trees in the orchard, from present appearances, seem to promise a fine crop, but when gathering the fruit I should be obliged if in future you could do so without finding it necessary to pull the tree down. It would also insure you a larger selection in time to come. For the same reason I beg you to carry a lantern, so that you do not destroy the greater part of the vegetables in walking over the bed. Thanking you warmly in advance.—H. Spengler."

THE man who doesn't advertise in prosperous times, because he doesn't need to, nor in hard times, because he can't afford it, is like the Arkansas man who explained that he didn't repair his leaking roof in fair weather because he didn't need any roof. And, of course, he couldn't work in the rain.—*Folder from American Lumberman, Chicago.*

ADVERTISING IS A FOURTH WAY.

A friend—a woman—suggests that there are three methods of quickly spreading a piece of intelligence: tel-a-graph — tel-a-phone — tell a woman. — *Pacific Coast Advertising.*

THE best thing in the world may exist in New York, but it doesn't exist for the people in Iowa until they are told about it. If you want your goods to be known and called for in every State in the Union, tell about them in the magazine.—*Curtis Publishing Company.*

CIRCULARS from the Great Western Type Foundry, Kansas City, contain reproductions of letters to PRINTERS' INK about "Doxine," the type cleaning composition.

Displayed Advertisements.

20 cents a line; \$40 a page; 25 per cent extra for specified position—if granted. Must be handed in one week in advance.

A Young Man of 29, Well Educated and of good personality, wishes to form a desirable connection with a newspaper publisher or advertising agency. Salary no object. Address J. C. DAVIS, 133 Lexington Ave., Buffalo, N. Y.

Cash Addresses

Names of people who sent us money in 1903, \$1.00 per 1,000. All adults, no inquiries, and we will guarantee postage on every name. Simplex Corn Cure, 1007 Walnut St., Phila.

"HOPKINS, ADVERTISER,"

ADWRITER,

127 Duane St., New York City. Pertinent, Pungent Ads that will reach the reader and reap results. Send me \$1 and your "copy." It will (not may) save you money.

Merli Says: Watch for my next "Ad."

LETTERS.

If you issue a catalogue; if you use circular matter; if you are looking for mail order business, we can make money for you. We have 500,000 recent original cash remittance letters covering many lines of business—medical, toilet preparations, agents wanted, women's and men's wear, etc., etc. Will lease (30 days copy) from \$2.50 per M. upwards.

Live firms use this method of advertising—Do you?

New York Letter Brokerage Co.
Temple Court, New York City.

TO THE EVENING NEWS

Published at BUFFALO, the American Newspaper Directory for 1903 gives a much higher circulation rating than is accorded to any other daily paper in New York State published outside of the City of New York.

ADV.
NOVELTIES **MADE FROM NAILS**
They're attractive, substantial and cheap.
Sample, a World's Fair Souvenir, 10c.
WICK HATHAWAY'S C'EN. Box 10, Madison, O.

YOU SURELY CAN

If you wish—reach 15,000 families in rural New England by placing your announcements in that oldest and most reliable of agricultural journals

THE NEW ENGLAND FARMER

For eighty-two years it has been the "bible" of the farmers in the six New England States. It has 15,000 circulation among the better class of agriculturalists. For sample copies, rate cards, or other information, address

THE NEW ENGLAND FARMER,

Brattleboro, Vt.

You'll Appreciate the Difference

in the sales of your goods throughout Australia if you place your advertising in the hands of

The Australasian Advertising Co., Pty. Limited.

They are the owners and lessees of **Over Five Hundred** prominent and finely built Hoardings, containing

500,000 Square Feet of Posting Space

in Melbourne and suburbs. **Melbourne, the Federal Capital,** is the largest and finest built city in the Southern Hemisphere.

They have agencies in

Every Part of Australia

for Street, Railway, Tram, Newspaper and Journal Advertising. They have their men all over Australia Sampling, Circular Delivering, Sign Tacking and Post and Fence Writing. No work is too large for them to undertake, no order too small for them to book.

GUARANTEED WORK and LOWEST RATES

REGISTERED HEAD OFFICE:

134-136 Flinders Lane, Melbourne
Victoria, Australia.

WM. KEMP, Mgr. and Sec'y.

References—London Bank of Australia, Ltd., London and Melbourne.



Clean the Moss Off Your Trade Mark

Your trade mark can be made to represent just as many dollars as you wish, provided you will put the necessary dollars into action and exploit your trade mark.

Goods are bought and sold by brand, and the only way to get your share is to push your brand and make your trade mark mean something.

This interesting subject is treated at length in our "TRADE MARKS AND BRANDS," which is now ready for distribution.

It will be sent to manufacturers only, and in order to get it the request must be signed by the business manager or a member of the firm.

Every manufacturer who wants to do more business and make more money ought to have it.

THE GEORGE ETHRIDGE COMPANY,

No. 33 Union Square,

New York City.

READY-MADE ADVERTISEMENTS.

Readers of PRINTERS' INK are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

The ad reproduced below is a good ad because it carries a certain spirit of liberality and fair dealing that is bound to make a good impression, especially on credit seekers, who are not likely to analyze it very carefully. As a matter of fact it is not as liberal as it seems, and is a pretty safe proposition for the advertiser. In the first place, it calls for six months of continuous payments, which, at the rate of profit usually charged by credit houses, would probably return the actual cost of the average purchase, thus making the dealer whole. In the second place, the deaths of customers who have fulfilled the requirements will be so infrequent, and the amounts involved so small, that a year's losses will be of little consequence when compared with the total turn-over. But it's a good ad, because, other conditions being equal or nearly so, the credit buyer will buy of Mr. Spiegel on account of the protection he offers; and in the comparatively rare cases where death will necessitate the fulfilling of the guarantee, he will have a living advertisement in the relic of the deceased that money cannot buy in any other form.

If You Die Payments Cease

Protection for Families.

In all purchases made from us, from this date on and until further notice, where the purchaser is a married man, living with his wife or children and supporting them, and payments have been promptly and regularly made upon the purchase for a period of six months continuously from the date of the purchase, we will, upon satisfactory proof of the death of such purchaser, and the fact that he was supporting a wife and family at the date of his death, if he is not

in default of any payments up to said time, cancel the balance of any indebtedness on such purchase from the date of such death. This policy is a decided innovation in retail merchandising. It will probably be copied, as is every good thing we do.

We trust the people.

SPIEGEL'S,

182-184-186 Wabash Ave.,
Chicago, Ill.

This is good business and therefore good advertising. It inspires confidence in the possible customer and a feeling of security in the one already secured.

When I Asked

if I had done any unsatisfactory repairing for you, the question was not prompted by any "kicking," for "kicks" are few and very far between, and my business is growing quite satisfactorily.

But a single dissatisfied customer might easily do more harm than ten, or ten times ten, new customers could benefit me, so I want the chance to "make good" with that possible dissatisfied one—that's why I asked.

C. HOWARD DALEY,

Mgr. for F. H. Hill, Jeweler,
259 Main Street,
Danbury, Conn.

A Good Bank Ad.

Banking by Mail Has Penetrated to the Interior of Russia

A Russian merchant saw an advertisement of the Union Savings Bank—with a list of its directors—and at once sent \$200 for deposit.

He wanted his money in a bank where it would be absolutely safe and where it would earn 4 per cent interest.

THE UNION SAVINGS
BANK,
Frick Building, Pittsburg.

*Good from Start to Finish.***Wash-Day Grief**

What an exasperating thing it must be for a woman on wash-day after getting all ready for the week's washing to find the family tub has shuffled off its iron hoops! But wood will shrink and hoops will fall.

However, the old fashioned wooden tub, though dear to the heart of the wash woman, like the old oaken bucket is a thing of the past.

Science and skill have come along with the new galvanized iron wash tubs, which are far superior in every way to a wooden tub, as they never leak, rust or break, and there are no hoops to fall off. Besides this, they are much lighter and easier to handle than a heavy, clumsy wooden one.

Of course we sell wooden tubs if you want them, best quality too, but we sell ten galvanized iron tubs to one wooden one, because they are better all 'round for hard use and long service.

70—75—80 cents.

**BABCOCK, HINDS &
UNDERWOOD,
Binghamton, N. Y.**

It's a pretty good scheme to give a reason for cut prices, especially if the cuts are deep ones.

Special Sale of New Domestic Made Lace Curtains.

We placed our orders for this lot of Lace Curtains when cotton was worth 8c a pound, making it possible for us to offer them to you at very low prices. Cotton is now worth 17c a pound—the highest price since 1875—and there is no indication of a decline. Some "wise heads" even predict an increase to 20c. Run this over in your mind and we believe you'll agree with us that now is the time to buy. Remember that had we not placed our orders before the increase in cotton, we could not offer these lace curtains at the following low prices: (Descriptions and prices.)

**EMERY, BIRD, THAYER
CO., Buffalo, N. Y.**

*Businesslike from Start to Finish.***New Go-Carts.**

Ready with the 1904 Go-Carts and Baby Carriages. Bloch and Heywood makes, which are, by long odds, the best. The automobile gear is as light and easy-running as a bicycle. Came out last year. It is on the new go-carts and baby carriages. Sizes of tires are $\frac{3}{4}$ inch, $\frac{1}{2}$ inch and $\frac{3}{8}$ inch.

The Artillery wheel is a newness. A substantial wood wheel with shaved spokes and heavy rubber tires. The new finish is Brewster green, a shade darker than last year's. The whole get-up effective and as comfortable as you please.

Go-Carts, \$5 to \$40.

Carriages, \$10 to \$25.

Folding Carts, \$3.50 to \$8.50.

**GIMBEL BROTHERS,
Philadelphia.**

Excellent Arguments.

Men Who Cannot Afford to Be Without Insurance

MEN WITHOUT PROPERTY, with a wife and children or other dependents.

MEN WITH PROPERTY, but not enough to yield an income that would support their families by itself, and realize that their death will instantly stop its increase.

YOUNG UNMARRIED MEN, who wish to make sure that their mothers or sisters, or the families they probably will have, will not be left in want; or to have money to set up in business in ten or fifteen or twenty years.

PROSPEROUS MEN, who think they will never need it, but may be mistaken.

BENEVOLENT MEN, who wish to leave a sum to institutions or to friends without breaking into their estate.

FAR-SIGHTED MEN, who wish to save up money to be paid to them at an age when failing powers may prevent them from earning.

IN THE TRAVELERS Premiums are as low as is compatible with safety, and results are guaranteed.

**L. H. HOYT,
Danbury, Conn.**

The Evening Wisconsin

COLUMNS OF ADVERTISING CARRIED IN 1903

THE EVENING WISCONSIN carried more advertising than any other 6-day week paper in Milwaukee or Chicago (excepting the Chicago Daily News). The number of columns of advertising carried by THE EVENING WISCONSIN, compared with the Chicago evening papers, is given below:

MILWAUKEE EVENING WISCONSIN, cols..	11,647
CHICAGO EVENING AMERICAN . . cols.,	8,176
CHICAGO EVENING JOURNAL . . cols.,	6,441
CHICAGO EVENING POST cols.,	5,229

This excess of advertising over its contemporaries in Milwaukee and Chicago (with one exception) proves that it is valued by advertisers above all in its class. All advertisers in Milwaukee, who ought to know its value best, used the WISCONSIN in 1903.

THE EVENING WISCONSIN is read in practically all Milwaukee middle class and well-to-do homes; one-half have no other English paper, and 92 per cent take no other afternoon paper. If they have the WISCONSIN it is *twelve to one* that they do not read and do not require any other afternoon paper. A house-to-house record is on file in this office.

INCREASING CIRCULATION

The average circulation at the present time being 26,081. More than 22,000 of these subscribers get *no other Milwaukee evening paper*.

THE EVENING WISCONSIN, since and before the examination of books of circulation of several Milwaukee papers, carried the advertising of all merchants who requested the examination.

Since that examination the Journal has not carried the advertising of all the merchants who requested the examination.

No man in Milwaukee has any doubt that the circulation of THE EVENING WISCONSIN is in quality and quantity just as claimed.

SALT's salt, but if Jones advertises it done up in neat packages, clean and desirable, he will sell more than Smith, who never advertises it. Ir ain't always the biggest ad that says the most, any more than it is the fellow with the biggest head has got the most brains.—*White's Sayings.*

I think the offer on the other side will interest you.

PRINTERS' INK

A Journal for Advertisers
Published Weekly

At 10 Spruce St., New York

has been very helpful to me and I believe you will find it equally so.

Address of present subscriber

Date

(TEAR OUT, SIGN AND HAND TO A PROSPECTIVE SUBSCRIBER)

THE trouble with most imitation type-written letters is that they don't imitate "the real thing" closely enough to deceive anybody.—*Jed Scarboro.*

If you keep watching your neighbor's corn field all the time the weeds will grow in your own—look after your own business and let your competitors alone.

PRINTERS' INK THE LITTLE SCHOOLMASTER IN THE ART OF ADVERTISING

"Some men pay \$10,000 for an expert to manage their advertising. There are others who pay \$5.00 for an annual subscription to PRINTERS' INK and learn what all advertisers are thinking about. But even these are not the extremes reached. There are men who lose over \$100,000 a year by doing neither one."

Publisher PRINTERS' INK,
10 Spruce Street,
New York.

Please send me PRINTERS' INK for four weeks, for which I inclose 10 cents, as I wish to examine the paper with a view of becoming a regular subscriber.

Name _____

Address _____

FOUR WEEKS' TRIAL TRIP

A SLIGHT OMISSION

Office of the REPORTER,

LOVELAND, COLO., February 27, 1904.

Printers Ink Jonson, 17 Spruce St., New York:

DEAR SIR—Your letter of explanation was received one day following receipt of your inks and we are pleased that they came through so quickly, as we were in much need of the same. This last invoice of inks from you makes the largest order of job ink ever shipped into this town, and we can say without hesitation is absolutely the best lot of inks ever brought here. We made an assertion in Denver a few days ago to a man who ought to know what he is talking about, that Printers Ink Jonson would duplicate any ink, for any job, in any color (except of course, as you say, purple), at \$1.00 per pound, and the said Denver man, who ought to know what he is talking about, promptly affirmed that either Printers Ink Jonson or ourselves were plain, bare-faced liars. I trust that in case of farther controversy with the said Denver man, who ought to know what he is talking about, that you will take pains to prove that we are telling straight facts. Depend upon it, whether our assertion be correct or false, so long as the quality of inks you sell continues to be up to the present standard you will receive all our orders.

Yours very truly,

W. L. THORNDYKE.

Mr. Thorndyke made a slight error when he stated that I would duplicate any inks for any job in any color (except, of course, Purple), at \$1.00 a lb., as he forgot to include Carmines and Bronze Reds, which are \$2.00 inks. However, if his friend from Denver will send me a fair-sized order I will gamble from a cigar to a silk hat that my inks delivered at his door will be far cheaper than he can buy in Cincinnati, Chicago, St. Louis or San Francisco. If the quality is not up to the highest standard I will refund his money and reimburse him for the transportation charges. All I ask is a fair trial order, and the purchaser can be the sole judge. Send for my price list, which contains many valuable hints for the pressroom.

ADDRESS

PRINTERS INK JONSON

17 Spruce Street

NEW YORK

Thomas Meehan & Sons, Inc.

**NURSERYMEN,
LANDSCAPE GARDENERS AND ENGINEERS**

GERMANTOWN, PHILADELPHIA, PA.,

February 20, 1904.

MR. CHARLES J. ZINGG,
10 Spruce St., New York.

DEAR SIR—In praising our work you are indirectly speaking a good word for PRINTERS' INK, for some of the credit for the quality of our advertising surely belongs to your interesting and useful publication. The writer has thoroughly read it for about eight years, and our Mr. Baxter, who is responsible for our Dreshertown advertising, for nearly three years.

Our office staff is quite large, numbering considerably over a score, and in all, from our Vice-President down to the latest office boy, the advertising instinct is quite deeply rooted. Much of the enthusiasm is due to the weekly inspiration produced by your journal.

To insure the reading of each copy by every one interested, it is our custom to have the employee place his initials on the outside cover after finishing its contents. This page is quite well covered by the time the copy has been the rounds, and even the initials of an English department head, in whom the traditions of centuries seem to repose, are often found in the collection. We have good hopes for him.

Yours very truly,

CHAS. W. KESSER,
Head of Sales and Advertising.